

TO: Distribution *DB*

FROM: Marketing Information & Analysis / David Barrows / Ian Weinkselbaum *IA*

SUBJECT: INTEGRATED WEEKLY NIELSEN REPORT

DATE: September 27, 1994

The following report is based on the Integrated Nielsen panel with data through w/e 9/10/94.

SUMMARY

- Marlboro's 4wk. share reached its highest level to date at 29.3%.
- Doral moved ahead of GPC as the industry's largest Discount entry.
- Despite Doral's recent gains, the Discount category remained at its YTD low (31.0%, 4wm).

KEY FINDINGS

All Outlets Combined

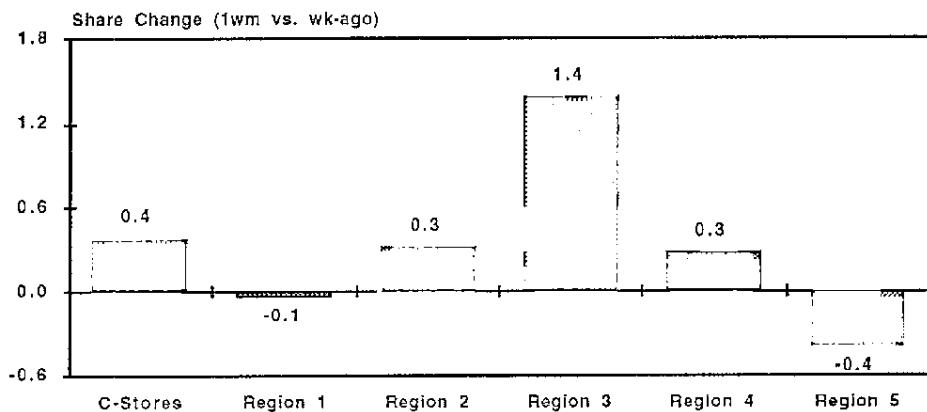
- PM's weekly share declined -0.3 points versus week-ago to 46.1%, its lowest level since the week ending April 16, with OPB and Discount franchises accounting for all of the loss. On a four week basis, the company's performance was up +0.1 point versus the prior four week period to 46.4%, as Marlboro's advance more than offset losses to Cambridge and PM's PLs.
- Marlboro's share (29.3%) was unchanged week-to-week, with positive carton outlet performance offsetting a decline in c-stores. On a four week basis, the brand's share was up +0.5 points to 29.3%, its highest level to date.
- PM OPB's weekly share declined -0.1 point versus week-ago to 8.7%, while stable on a four week basis at 8.8%. PM Discount performance was off on both a weekly (-0.2 points) and four week (-0.3) basis to 8.1% and 8.3% (its lowest level since September 1992) respectively.
- RJR's weekly share gained +0.4 points versus week-ago to 29.2%, primarily driven by Doral and RJR's PL's. The company's four week performance was up +0.1 point versus the prior four week period to 28.9%, with Doral accounting for the majority of the gain.
- During the initial weeks of the brand's national roll-out, Lorillard's Premium priced Harley Davidson doubled its weekly share to 0.21%, with distribution up +5 points to 21% of stores selling any packing.
- The Discount category's weekly share was up +0.2 points versus week-ago to 31.1%, likely influenced by the "first-week-of-the-month" effect. The category's four week performance was off -0.3 points versus the prior four week period to 31.0% (its lowest level since August 1992), with the Branded Discount segment accounting for the majority of the decline.

Convenience Stores

- PM's weekly share declined -0.6 points versus week-ago to 47.7%, with week-to-week losses by Marlboro, OPB and Discount brands. Despite the current week's performance, PM was positive on a four week basis, up +0.2 points to 48.2%, with Marlboro gains partially offset by OPB, Cambridge and Private Label declines.
- Marlboro's weekly share was down -0.2 points versus week-ago to 32.3%, while the franchise's four week share advanced +0.7 points versus the prior four week period to 32.5%, its highest level to date.
- RJR's share on a one week basis advanced +0.7 points to 28.5%, its highest level since April. The weekly advance was driven by Doral and RJR PLs. On a four week basis, RJR was relatively unchanged versus four weeks ago at 28.0%.
 - RJR PL's weekly share increased +0.4 points in c-stores, with the gain concentrated in Region 3 c-stores(+1.4 points to 8.0%). (see chart on following page)

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RJR Private Label - C-stores
Share Change vs. Week Ago



- The Discount category's weekly share has been stable over the latest three weeks at 31.6%, while on a four week basis the category declined -0.3 points to 31.6%, with losses by Cambridge and GPC, more than offsetting gains by Doral.

EMERGING TRENDS

- Marlboro B4G1F incidence has declined to 10% of c-stores.
- Marlboro incentive incidence declined -2 points to 14% of c-stores this week (including 9% of stores with the Country Store T-shirt with 5 pack promotion, down -2 points), representing the first weekly decline since the introduction of the t-shirt promotion.
- Marlboro B1G1F activity declined -1 point to 5% of c-stores, with the Menthol promotion in Regions 1 and 4 selling through, while the Medium promotion in Region 5 expanded.
 - Marlboro Menthol B1G1F incidence continued to decline in both Regions 1 (6% of c-stores, down -5 point) and 4 (16%, -1 points).
 - Marlboro Medium B1G1F incidence in Region 5 expanded +5 points to 7% of stores.
- Cambridge free product incidence (primarily B3G2F) declined to 12%, -4 points below its peak with share in c-stores declining to 1.2%, its lowest level since introduction of the B3G2F promotion.
- Winston Select B3G3F incidence reached its highest level since the beginning of the promotion (17% of c-stores, following a low of 12% the w/e 8/6).
- Camel incentive incidence expanded to 26% of c-stores, its highest level since May.
- B&W appears to be shifting promotional support for Kool:
 - Free product incidence declined to 3% of c-stores this week, off -7 points from its peak reached at the end of July.
 - Money-off deal activity (primarily 26-40¢ off IRCs and buy-downs) expanded to 18% of stores, its highest level since at least June 1993.
- Misty B1G1F incidence declined -1 point versus last week's peak to 9% of c-stores, representing the first decline since availability began to expand four weeks ago. Regional incidence ranging from 6% to 13%. Misty's weekly share (all outlet combined) was relatively unchanged at 1.1%.

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INTEGRATED WEEKLY NIELSEN REPORT
September 27, 1994

Distribution:

C. Abbruscato	P. Fernandez	C. Johnson	M. Moore	B. Schuyler
P. Amerson	R. Ferrin	E. Joyce	J. Moose	C. Schwab
R. Anise	C. Finch (R3)	T. Keim	J. Morgan	A. Schwartz
M. Anton	S. Fuller	F. Kelly	J. Mortensen (R5)	B. Shah
T. Beane	L. Funess	J. Kiernen	M. Murphy	R. Simons
D. Beran	T. Garguilo	S. Kirkman	W. Murray	A. Sinha
D. Berenson	E. Gawronski	M. Klein	B. Neidle	W. Smith
G. Bible	E. Gee	K. Leger	D. Nelson (R1)	J. Spector
B. Bittner	H. Glastein	L. Lembo	J. Nelson	D. Stern
G. Blumenson	P. Godwin	S. LeVan	T. Nelson	N. Suter
J. Bonhomme	A. Goldfarb	C. Levy	S. Norris	M. Szymanczyk
R. Bucciarelli	M. Gordon	B. Lewis	S. O'Brien	C. Tucker
W. Campbell	R. Gordon	J. Lichtman	N. Parmet	J. Turner
J. Chaump	J. Greene	H. Long	V. Penninti	A. von Germeten
J. Clary (R2)	H. Harwood	H. Lu	S. Piskor	M. Waldman
C. Cohen	J. Heironimus	N. Lund	D. Potter-Hogg	R. Webster
N. Conrad	P. Henriques	M. Maggio	R. Potts	B. Weinstein
G. D'Alessandro	D. Himmel	M. Malian	S. Rafferty	L. Wexler
S. Darrah	B. Hopkins	J. Margolis	T. Rehm	R. Whalen
J. de Castro	K. Houghton	T. McGovern	J. Ricks	H. Willard (R4)
P. Dodd	A. Hyland	R. Mikulay	R. Robinson	
G. Eastburn	D. Ince	D. Miller	S. Rush	
K. Eisen	J. Isaacs	J. Miller	T. Saloun	
N. Ellis	S. Jannetta	K. Miller	M. Schroeder	
G. Fawcett				

204535524828

**INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 9/10/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	8/20	8/27	9/3	9/10	Diff. vs. wk-ago	9/20	8/27	9/3	9/10	Diff. vs. 4w-ago
Philip Morris	41.63	45.50	46.12	46.54	46.67	46.47	46.31	46.30	46.49	46.61	46.47	46.13	-0.34	46.26	46.31	46.46	46.43	0.14
PM Premium	31.00	34.90	36.98	37.52	37.76	37.84	37.79	38.07	37.98	38.25	38.14	38.00	-0.14	37.67	37.79	38.00	38.09	0.43
PM Discount	10.51	10.56	9.11	9.00	8.90	8.62	8.49	8.21	8.47	8.32	8.30	8.11	-0.19	8.56	8.49	8.42	8.30	-0.30
PM Branded Discount	7.55	7.81	7.30	7.27	7.17	7.04	7.00	6.81	6.96	6.83	6.87	6.75	-0.12	7.05	7.00	6.94	6.86	-0.21
PM Private Label	2.96	2.75	1.81	1.74	1.74	1.59	1.50	1.39	1.51	1.49	1.43	1.36	-0.07	1.52	1.50	1.48	1.45	-0.08
PM Assorted Promo	0.11	0.03	0.03	0.01	0.01	0.02	0.03	0.03	0.04	0.04	0.03	0.02	-0.01	0.03	0.03	0.03	0.04	0.02
R.J. Reynolds	33.58	31.87	28.99	28.57	28.40	28.54	28.82	29.02	28.78	28.64	28.80	29.24	0.44	28.85	28.82	28.77	28.86	0.07
RJR Premium	16.88	16.72	16.76	16.83	16.74	16.92	17.04	16.95	17.13	16.89	16.93	16.97	0.04	17.08	17.04	17.01	16.98	-0.10
RJR Discount	16.51	15.06	12.16	11.68	11.60	11.55	11.71	11.99	11.58	11.68	11.79	12.19	0.40	11.70	11.71	11.69	11.81	0.17
RJR Branded Discount	11.77	10.43	8.23	7.83	7.84	7.79	7.99	8.11	7.86	8.12	8.04	8.18	0.14	7.91	7.99	8.00	8.05	0.20
RJR Private Label	4.74	4.63	3.94	3.85	3.76	3.76	3.71	3.88	3.73	3.56	3.75	4.02	0.27	3.79	3.71	3.69	3.76	-0.02
RJR Assorted Promo	0.20	0.09	0.07	0.06	0.06	0.07	0.07	0.08	0.07	0.07	0.08	0.08	0.00	0.07	0.07	0.07	0.07	0.00
Brown & Williamson	10.70	9.81	10.20	10.32	10.48	10.44	10.36	10.12	10.22	10.27	10.15	10.10	-0.05	10.38	10.36	10.26	10.18	-0.22
B & W Premium	4.33	3.99	4.14	4.09	4.14	4.22	4.15	4.09	4.13	4.14	4.12	4.06	-0.06	4.17	4.15	4.14	4.11	-0.07
B & W Discount	6.37	5.82	6.06	6.23	6.33	6.22	6.21	6.03	6.10	6.13	6.03	6.03	0.00	6.22	6.21	6.12	6.07	-0.15
Lorillard	5.73	5.38	6.32	6.30	6.28	6.40	6.42	6.45	6.40	6.48	6.41	6.49	0.08	6.41	6.42	6.44	6.44	0.03
Lorillard Premium	5.70	5.25	6.01	5.97	5.97	6.09	6.08	6.12	6.04	6.15	6.09	6.16	0.07	6.07	6.08	6.10	6.11	0.03
Lorillard Discount	0.03	0.13	0.30	0.33	0.31	0.31	0.34	0.33	0.35	0.33	0.32	0.33	0.01	0.34	0.34	0.34	0.34	0.01
American Tobacco	5.92	5.50	6.29	6.20	6.15	6.15	6.12	6.12	6.05	6.11	6.17	6.07	-0.10	6.11	6.12	6.12	6.10	-0.05
American Premium	3.29	3.04	3.13	3.12	3.10	3.07	3.06	3.08	3.03	3.03	3.11	3.05	-0.06	3.06	3.06	3.06	3.05	-0.03
American Discount	2.63	2.45	3.15	3.08	3.05	3.08	3.07	3.04	3.03	3.08	3.06	3.02	-0.04	3.05	3.07	3.06	3.05	-0.02
Amer Branded Discount	2.20	1.91	2.36	2.41	2.39	2.40	2.39	2.41	2.35	2.42	2.42	2.40	-0.02	2.37	2.39	2.39	2.40	0.02
Amer Private Label	0.43	0.55	0.79	0.67	0.67	0.68	0.68	0.63	0.68	0.66	0.64	0.62	-0.02	0.68	0.68	0.67	0.65	-0.04
Liggett	2.31	1.82	1.95	1.94	1.89	1.86	1.84	1.86	1.93	1.78	1.87	1.85	-0.02	1.87	1.84	1.83	1.86	0.02
Liggett Premium	0.74	0.59	0.55	0.53	0.52	0.52	0.51	0.51	0.52	0.49	0.51	0.51	0.00	0.52	0.51	0.51	0.51	-0.01
Liggett Discount	1.57	1.24	1.40	1.41	1.37	1.34	1.33	1.35	1.41	1.28	1.36	1.33	-0.03	1.35	1.33	1.32	1.35	0.03
Lig Branded Discount	0.36	0.27	0.36	0.34	0.30	0.28	0.22	0.20	0.22	0.19	0.21	0.18	-0.03	0.24	0.22	0.22	0.20	-0.05
Lig Private Label	1.22	0.97	1.04	1.07	1.07	1.06	1.11	1.15	1.19	1.10	1.15	1.15	0.00	1.11	1.11	1.11	1.15	0.08
A/O Co.-International	0.13	0.12	0.15	0.14	0.14	0.14	0.12	0.13	0.12	0.11	0.13	0.13	0.00	0.12	0.12	0.12	0.12	-0.01

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Source: Nielsen Integrated Panel.

INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 9/10/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS					Diff. vs.
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	8/20	8/27	9/3	9/10	wk ago	8/20	8/27	9/3	9/10	4w ago	
Philip Morris	41.63	45.50	46.12	46.54	46.67	46.47	46.31	46.30	46.49	46.61	46.47	46.13	-0.34	46.26	46.31	46.46	46.43	0.14	
PM Premium-Shr Prem	50.04	54.08	54.70	55.10	55.31	55.07	55.03	55.28	55.15	55.45	55.32	55.23	-0.09	54.90	55.03	55.19	55.29	0.43	
PM Discount-Shr Disc	27.88	29.91	28.25	28.32	28.15	27.67	27.22	26.47	27.34	26.96	26.85	26.10	-0.75	27.40	27.22	27.16	26.81	-0.75	
PM Brd Disc-Shr Brd	26.63	29.55	29.60	29.71	29.37	29.22	28.92	28.46	29.15	28.39	28.71	28.21	-0.50	29.17	28.92	28.85	28.61	-0.67	
PM PL- Shr PL	31.68	30.95	23.86	23.67	24.00	22.39	21.37	19.74	21.25	21.90	20.49	19.02	-1.47	21.36	21.37	21.30	20.65	-1.04	
Marlboro	22.04	26.63	27.90	28.46	28.85	29.01	29.05	29.29	29.30	29.44	29.30	29.29	-0.01	28.94	29.05	29.23	29.33	0.45	
Red	8.04	9.79	10.11	10.02	9.97	10.31	10.42	10.60	10.55	10.56	10.58	10.62	0.04	10.38	10.42	10.50	10.58	0.24	
Lights NM	9.85	11.70	12.75	12.72	12.59	12.91	13.08	13.25	13.13	13.31	13.21	13.29	0.08	12.99	13.08	13.17	13.24	0.27	
Gold	2.01	2.46	2.45	2.47	2.54	2.54	2.53	2.59	2.58	2.54	2.62	2.56	-0.06	2.52	2.53	2.56	2.57	0.07	
Medium	1.37	1.62	1.55	1.55	1.56	1.61	1.62	1.60	1.63	1.62	1.60	1.61	0.01	1.62	1.62	1.62	1.61	0.00	
Menthol	0.59	0.95	0.93	0.96	0.98	0.99	1.02	1.02	1.05	1.07	1.04	1.01	-0.03	1.01	1.02	1.04	1.04	0.05	
Other PM Premium	9.06	8.30	9.09	9.06	8.91	8.83	8.76	8.80	8.71	8.84	8.87	8.73	-0.14	8.75	8.76	8.80	8.79	-0.01	
Benson & Hedges	2.53	2.39	2.64	2.61	2.51	2.42	2.39	2.41	2.37	2.43	2.41	2.40	-0.01	2.38	2.39	2.40	2.40	0.00	
Merit	2.90	2.56	2.86	2.87	2.83	2.84	2.82	2.81	2.82	2.82	2.85	2.78	-0.07	2.83	2.82	2.82	2.81	-0.03	
Virginia Slims	2.91	2.65	2.87	2.88	2.84	2.84	2.83	2.86	2.83	2.85	2.89	2.84	-0.05	2.83	2.83	2.85	2.85	0.01	
Parliament	0.53	0.52	0.55	0.56	0.57	0.57	0.57	0.56	0.55	0.59	0.56	0.57	0.01	0.56	0.57	0.57	0.57	0.01	
Saratoga	0.12	0.11	0.11	0.10	0.11	0.10	0.10	0.10	0.10	0.11	0.10	0.10	0.00	0.10	0.10	0.10	0.10	0.00	
Cambridge	2.26	1.94	1.85	1.82	1.80	1.84	1.86	1.69	1.84	1.80	1.73	1.65	-0.08	1.90	1.86	1.81	1.75	-0.15	
Alpine	0.52	0.44	0.42	0.41	0.41	0.41	0.40	0.38	0.39	0.39	0.38	0.38	0.00	0.40	0.40	0.39	0.39	-0.01	
Bristol	0.53	0.30	0.20	0.21	0.19	0.18	0.17	0.16	0.17	0.17	0.16	0.17	0.01	0.17	0.17	0.17	0.17	0.00	
Basic	4.00	4.95	4.70	4.69	4.62	4.50	4.47	4.47	4.48	4.38	4.50	4.45	-0.05	4.48	4.47	4.48	4.45	-0.04	
PM Private Label	2.96	2.75	1.81	1.74	1.74	1.59	1.50	1.39	1.51	1.49	1.43	1.36	-0.07	1.52	1.50	1.48	1.45	-0.08	
R.J. Reynolds	33.58	31.07	28.99	28.57	28.40	28.54	28.82	29.02	28.78	28.64	28.80	29.24	0.44	28.85	28.82	28.77	28.86	0.07	
RJR Premium- Shr Prem	27.24	25.90	24.80	24.71	24.52	24.62	24.81	24.61	24.87	24.48	24.56	24.67	0.11	24.90	24.81	24.70	24.64	-0.24	
RJR Discount- Shr Disc	43.78	42.65	37.71	36.74	36.67	37.06	37.53	38.68	37.37	37.84	38.14	39.23	1.09	37.43	37.53	37.72	38.15	0.88	
Brown & Williamson	10.70	9.81	10.20	10.32	10.48	10.44	10.36	10.12	10.22	10.27	10.15	10.10	-0.05	10.38	10.36	10.26	10.18	-0.22	
B & W Premium- Shr Prem	6.99	6.18	6.12	6.01	6.07	6.14	6.04	5.94	6.00	6.00	5.98	5.91	-0.07	6.07	6.04	6.01	5.97	-0.12	
B & W Discount- Shr Disc	16.89	16.49	18.78	19.61	20.03	19.95	19.92	19.46	19.67	19.85	19.50	19.41	-0.09	19.89	19.92	19.74	19.61	-0.31	
Lorillard	5.73	5.38	6.32	6.30	6.28	6.40	6.42	6.45	6.40	6.48	6.41	6.49	0.08	6.41	6.42	6.44	6.44	0.03	
Lorillard Premium- Shr Prem	9.20	8.14	8.89	8.77	8.75	8.86	8.86	8.89	8.77	8.91	8.83	8.95	0.12	8.85	8.86	8.85	8.87	0.01	
Lorillard Discount- Shr Disc	0.09	0.36	0.94	1.03	0.98	1.00	1.09	1.06	1.14	1.07	1.04	1.08	0.04	1.09	1.09	1.09	1.08	0.02	
American Tobacco	5.92	5.50	6.29	6.20	6.15	6.15	6.12	6.12	6.05	6.11	6.17	6.07	-0.10	6.11	6.12	6.12	6.10	-0.05	
American Premium- Shr Prem	5.32	4.72	4.63	4.58	4.53	4.47	4.45	4.47	4.39	4.40	4.50	4.43	-0.07	4.46	4.45	4.45	4.43	-0.05	
American Discount- Shr Disc	6.97	6.95	9.78	9.68	9.66	9.88	9.83	9.81	9.77	9.98	9.90	9.73	-0.17	9.74	9.83	9.87	9.84	0.00	
Liggett	2.31	1.82	1.95	1.94	1.89	1.86	1.84	1.86	1.93	1.78	1.87	1.85	-0.02	1.87	1.84	1.83	1.86	0.02	
Liggett Premium- Shr Prem	1.19	0.91	0.81	0.77	0.76	0.75	0.75	0.74	0.75	0.71	0.74	0.75	0.01	0.76	0.75	0.73	0.74	-0.02	
Liggett Discount- Shr Disc	4.18	3.50	4.34	4.43	4.33	4.30	4.25	4.35	4.56	4.16	4.41	4.29	-0.12	4.31	4.25	4.27	4.36	0.14	

Source: Nielsen Integrated Panel.

**INTEGRATED TOP 25 PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 9/10/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	8/20	8/27	9/3	9/10	Diff vs. wk. ago	8/20	8/27	9/3	9/10	Diff vs. 4w ago
Marlboro	22.04	26.63	27.90	28.46	28.85	29.01	29.05	29.29	29.30	29.44	29.30	29.29	-0.01	28.94	29.05	29.23	29.33	0.45
Marlboro B4G1F	0.00	0.00	0.00	0.63	1.11	0.55	0.27	0.11	0.23	0.20	0.13	0.09	-0.04	0.31	0.27	0.22	0.16	-0.20
Winston	5.61	6.10	5.80	5.86	5.94	6.11	6.13	6.14	6.22	6.03	6.11	6.17	0.06	6.18	6.13	6.12	6.13	-0.05
Winston Select	0.43	0.58	0.84	0.92	1.02	1.23	1.26	1.30	1.28	1.25	1.28	1.32	0.04	1.27	1.26	1.27	1.28	0.00
Winston Select Lights	0.00	0.07	0.47	0.51	0.56	0.66	0.69	0.72	0.69	0.70	0.69	0.75	0.06	0.68	0.69	0.69	0.71	0.02
GPC	4.48	4.13	4.64	4.88	5.01	5.02	5.09	4.95	4.99	5.01	4.94	4.96	0.02	5.07	5.09	5.02	4.97	-0.09
Basic	4.00	4.95	4.70	4.69	4.62	4.50	4.47	4.47	4.48	4.38	4.50	4.45	-0.05	4.48	4.47	4.48	4.45	-0.04
Doral	4.27	4.66	4.53	4.36	4.45	4.54	4.82	4.97	4.72	4.91	4.90	5.04	0.14	4.73	4.82	4.85	4.89	0.21
Camel	3.82	3.88	4.38	4.41	4.31	4.36	4.45	4.43	4.42	4.46	4.45	4.41	-0.04	4.43	4.45	4.45	4.44	0.00
Camel Filters	3.08	3.21	3.74	3.76	3.66	3.70	3.80	3.77	3.76	3.81	3.77	3.76	-0.01	3.77	3.80	3.79	3.78	0.00
Camel Special Lights	0.08	0.50	0.62	0.60	0.53	0.49	0.48	0.47	0.47	0.48	0.47	0.47	0.00	0.48	0.48	0.48	0.47	-0.02
Camel Non-Filter	0.74	0.67	0.64	0.65	0.65	0.66	0.65	0.67	0.66	0.64	0.68	0.65	-0.03	0.66	0.65	0.66	0.66	0.00
Salem	4.22	3.91	3.92	3.91	3.88	3.88	3.88	3.86	3.90	3.87	3.87	3.86	-0.01	3.89	3.88	3.88	3.87	-0.01
Newport	3.24	3.17	3.84	3.84	3.87	4.01	3.97	3.98	3.94	4.02	3.97	3.99	0.02	3.97	3.97	3.98	3.98	0.00
Kool	3.27	3.01	3.11	3.07	3.13	3.19	3.12	3.11	3.10	3.08	3.12	3.09	-0.03	3.15	3.12	3.12	3.10	-0.06
Virginia Slims	2.91	2.65	2.87	2.88	2.84	2.84	2.83	2.86	2.83	2.85	2.89	2.84	-0.05	2.83	2.83	2.85	2.85	0.01
Merit	2.90	2.56	2.86	2.87	2.83	2.84	2.82	2.81	2.82	2.82	2.85	2.78	-0.07	2.83	2.82	2.82	2.81	-0.03
Benson & Hedges	2.53	2.39	2.64	2.61	2.51	2.42	2.39	2.41	2.37	2.43	2.41	2.40	-0.01	2.38	2.39	2.40	2.40	0.00
Monarch	2.81	2.43	2.06	1.91	1.94	1.89	1.86	1.79	1.83	1.93	1.79	1.79	0.00	1.84	1.86	1.84	1.83	0.00
Cambridge	2.25	1.94	1.85	1.82	1.80	1.84	1.86	1.69	1.84	1.80	1.73	1.65	-0.08	1.90	1.86	1.81	1.75	-0.15
Vantage	1.72	1.49	1.40	1.42	1.38	1.36	1.37	1.33	1.37	1.33	1.31	1.34	0.03	1.38	1.37	1.35	1.34	-0.04
Carlton	1.38	1.32	1.39	1.38	1.36	1.33	1.33	1.37	1.32	1.33	1.37	1.37	0.00	1.33	1.33	1.34	1.35	0.02
Montclair	0.93	0.83	1.20	1.25	1.22	1.22	1.21	1.17	1.20	1.20	1.17	1.18	0.01	1.21	1.21	1.19	1.19	-0.03
Best Value	3.51	2.27	1.13	1.07	0.98	0.93	0.91	0.94	0.91	0.89	0.94	0.94	0.00	0.92	0.91	0.91	0.92	0.00
Pall Mall	1.17	1.06	1.07	1.07	1.07	1.08	1.06	1.06	1.05	1.04	1.06	1.05	-0.01	1.07	1.06	1.06	1.05	-0.02
Misty	0.88	0.83	1.03	1.05	1.06	1.09	1.09	1.16	1.07	1.13	1.17	1.14	-0.03	1.08	1.09	1.12	1.13	0.05
Kent	1.28	1.15	1.05	1.01	1.00	1.01	1.02	1.01	1.02	1.04	1.02	0.99	-0.03	1.01	1.02	1.03	1.02	0.00
Viceroy	1.05	0.93	0.93	0.91	0.89	0.83	0.81	0.79	0.80	0.83	0.79	0.79	0.00	0.81	0.81	0.81	0.80	-0.01
Capri	0.58	0.58	0.69	0.69	0.69	0.70	0.71	0.68	0.70	0.74	0.69	0.68	-0.01	0.70	0.71	0.71	0.70	0.00
Now	0.80	0.68	0.65	0.64	0.62	0.62	0.62	0.60	0.63	0.62	0.61	0.59	-0.02	0.62	0.62	0.61	0.61	-0.01
More	0.70	0.64	0.60	0.60	0.60	0.58	0.58	0.59	0.59	0.58	0.58	0.59	0.01	0.59	0.58	0.58	0.58	-0.01

* Top 25 is Based on All Outlets Combined.

20453552482

Source: Nielsen Integrated Panel.

INTEGRATED DISCOUNT PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 9/10/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	8/20	8/27	9/3	9/10	Diff vs. wk ago	8/20	8/27	9/3	9/10	Diff vs. 4w ago
PRIVATE LABEL																		
PM PL	2.96	2.75	1.81	1.74	1.74	1.59	1.50	1.39	1.51	1.49	1.43	1.36	-0.07	1.52	1.50	1.48	1.45	-0.08
RJR PL	4.74	4.63	3.94	3.85	3.76	3.76	3.71	3.88	3.73	3.56	3.75	4.02	0.27	3.79	3.71	3.69	3.76	-0.02
American PL	0.43	0.55	0.79	0.67	0.67	0.68	0.68	0.63	0.68	0.66	0.64	0.62	-0.02	0.68	0.68	0.67	0.65	-0.04
Liggett PL	1.22	0.97	1.04	1.07	1.07	1.06	1.11	1.15	1.19	1.10	1.15	1.15	0.00	1.11	1.11	1.11	1.15	0.08
Total PL	9.35	8.90	7.58	7.33	7.23	7.09	7.00	7.06	7.10	6.80	6.97	7.15	0.18	7.09	7.00	6.95	7.01	-0.06
PL Share of Segment																		
PM PL	31.68	30.95	23.86	23.67	24.00	22.39	21.37	19.74	21.25	21.90	20.49	19.02	-1.47	21.36	21.37	21.30	20.65	-1.04
RJR PL	50.72	52.01	51.92	52.55	51.95	53.04	53.06	54.98	52.50	52.34	53.76	56.17	2.41	53.44	53.06	53.12	53.72	0.22
American PL	4.59	6.16	10.47	9.15	9.24	9.63	9.72	8.97	9.51	9.67	9.24	8.70	-0.54	9.55	9.72	9.63	9.27	-0.42
Liggett PL	13.01	10.88	13.75	14.63	14.80	14.94	15.85	16.31	16.74	16.10	16.52	16.11	-0.41	15.65	15.85	15.95	16.37	1.25
BRANDED DISCOUNT																		
Basic	4.00	4.95	4.70	4.69	4.62	4.50	4.47	4.47	4.48	4.38	4.50	4.45	-0.05	4.48	4.47	4.48	4.45	-0.04
Best Value	3.51	2.27	1.13	1.07	0.98	0.93	0.91	0.94	0.91	0.89	0.94	0.94	0.00	0.92	0.91	0.91	0.92	0.00
Monarch	2.81	2.43	2.06	1.91	1.94	1.89	1.86	1.79	1.83	1.93	1.79	1.79	0.00	1.84	1.86	1.84	1.83	0.00
GPC	4.48	4.13	4.64	4.88	5.01	5.02	5.09	4.95	4.99	5.01	4.94	4.96	0.02	5.07	5.09	5.02	4.97	-0.09
Raleigh Extra	0.65	0.63	0.43	0.40	0.39	0.33	0.27	0.25	0.27	0.25	0.26	0.24	-0.02	0.29	0.27	0.26	0.25	-0.05
Doral	4.27	4.66	4.53	4.36	4.45	4.54	4.82	4.97	4.72	4.91	4.90	5.04	0.14	4.73	4.82	4.85	4.89	0.21
Cambridge	2.25	1.94	1.85	1.82	1.80	1.84	1.86	1.69	1.84	1.80	1.73	1.65	-0.08	1.90	1.86	1.81	1.75	-0.15
Viceroy	1.05	0.93	0.93	0.91	0.89	0.83	0.81	0.79	0.80	0.83	0.79	0.79	0.00	0.81	0.81	0.81	0.80	-0.01
Misty	0.88	0.83	1.03	1.05	1.06	1.09	1.09	1.16	1.07	1.13	1.17	1.14	-0.03	1.08	1.09	1.12	1.13	0.05
Montclair	0.93	0.83	1.20	1.25	1.22	1.22	1.21	1.17	1.20	1.20	1.17	1.18	0.01	1.21	1.21	1.19	1.19	-0.03
Alpine	0.52	0.44	0.42	0.41	0.41	0.41	0.40	0.38	0.39	0.39	0.38	0.38	0.00	0.40	0.40	0.39	0.39	-0.01
Old Gold	0.15	0.16	0.31	0.33	0.32	0.32	0.34	0.33	0.35	0.34	0.32	0.33	0.01	0.34	0.34	0.34	0.34	0.01
Sterling	0.55	0.53	0.19	0.18	0.16	0.14	0.13	0.14	0.13	0.13	0.13	0.14	0.01	0.14	0.13	0.13	0.13	-0.01
Bristol	0.53	0.30	0.20	0.21	0.19	0.18	0.17	0.16	0.17	0.17	0.16	0.17	0.01	0.17	0.17	0.17	0.17	0.00
Magna	0.41	0.39	0.17	0.16	0.17	0.15	0.14	0.14	0.13	0.13	0.14	0.14	0.00	0.14	0.14	0.14	0.14	-0.01
Pyramid	0.21	0.15	0.15	0.13	0.10	0.09	0.08	0.08	0.08	0.08	0.08	0.08	0.00	0.08	0.08	0.08	0.08	-0.01
Riviera	0.12	0.09	0.04	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.02	0.02	0.00	0.02	0.02	0.02	0.02	-0.01
Bucks	0.11	0.06	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Richland 20's	0.12	0.07	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.00	0.04	0.04	0.04	0.04	0.00
American F/F/Lts	0.08	0.06	0.03	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.01	0.02	0.02	0.02	0.02	0.00
Covington	0.00	0.00	0.03	0.03	0.02	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.01
A/O Branded Discount	0.73	0.56	0.54	0.53	0.52	0.46	0.43	0.43	0.41	0.38	0.44	0.40	-0.04	0.45	0.43	0.41	0.42	-0.02
Total Branded Discount	28.36	26.41	24.67	24.46	24.39	24.08	24.19	23.94	23.89	24.07	23.94	23.93	-0.01	24.16	24.19	24.06	23.96	-0.18
Basic Share of Discount	10.60	14.00	14.58	14.75	14.60	14.44	14.33	14.44	14.46	14.18	14.57	14.31	-0.26	14.35	14.33	14.43	14.38	-0.02
Total Discount Category	37.70	35.31	32.25	31.79	31.63	31.17	31.19	31.00	30.99	30.87	30.91	31.08	0.17	31.25	31.19	31.00	30.96	-0.26

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Source: Nielsen Integrated Panel.

BENCHMARKS - TOTAL US
WEEKLY INTEGRATED NIELSEN - ALL OUTLET COMBINED

	<u>Target</u>	<u>Benchmarks*</u>	<u>4 w/e 10-Sep</u>	<u>Current vs. Benchmark</u>
Philip Morris	44.3	44.5 (lower limit)	46.4	1.9 Favorable
Marlboro	25.7	26.3 (lower limit)	29.3	3.0 Favorable
OPB	8.8	8.9 (lower limit)	8.8	0.1 Unfavorable
Virginia Slims	2.7	2.7 (lower limit)	2.9	0.2 Favorable
Benson & Hedges	2.5	2.5 (lower limit)	2.4	0.1 Unfavorable
Merit	2.8	2.8 (lower limit)	2.8	0.0 Favorable
Parliament	0.6	0.6 (lower limit)	0.6	0.0 Favorable
Basic Shr. of Discount	15.1	14.5 (lower limit)	14.4	0.1 Unfavorable
Discount Category	34.5	+2.0 Pts. (upper limit)**	31.0	3.5 Favorable
Private Label	8.5	9.0 (upper limit)	7.0	2.0 Favorable

* Revised to reflect 1994 First Revised Forecast.

** Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.5%.

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Weekly AOC Bench

NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>			
Base March 1993	41.63	33.58	10.70	5.92	5.73	2.31			
September 10, 1994 (4WM)	<u>46.43</u> 4.80	<u>28.86</u> (4.72)	<u>10.18</u> (0.52)	<u>6.10</u> 0.18	<u>6.44</u> 0.71	<u>1.86</u> (0.45)			
CATEGORY	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>					
Base March 1993	61.96	37.70	28.36	9.35					
September 10, 1994 (4WM)	<u>68.90</u> 6.94	<u>30.96</u> (6.74)	<u>23.96</u> (4.40)	<u>7.01</u> (2.34)					
MAJOR BRANDS	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>				
Base March 1993	22.04	9.06	5.61	0.43	3.82				
September 10, 1994 (4WM)	<u>29.33</u> 7.29	<u>8.79</u> (0.27)	<u>6.13</u> 0.52	<u>1.28</u> 0.85	<u>4.44</u> 0.62				
MAJOR BRANDS	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>				
Base March 1993	4.22	1.72	0.80	3.27	3.24				
September 10, 1994 (4WM)	<u>3.87</u> (0.35)	<u>1.34</u> (0.38)	<u>0.61</u> (0.19)	<u>3.10</u> (0.17)	<u>3.98</u> 0.74				
BRANDED DISCOUNTS	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.00	2.25	0.52	4.27	0.88	0.93	2.81	3.51	4.48
September 10, 1994 (4WM)	<u>4.45</u> 0.45	<u>1.75</u> (0.50)	<u>0.39</u> (0.13)	<u>4.89</u> 0.62	<u>1.13</u> 0.25	<u>1.19</u> 0.26	<u>1.83</u> (0.98)	<u>0.92</u> (2.59)	<u>4.97</u> 0.49
PRIVATE LABEL	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>					
Base March 1993	2.96	4.74	1.22	0.43					
September 10, 1994 (4WM)	<u>1.45</u> (1.51)	<u>3.76</u> (0.98)	<u>1.15</u> (0.07)	<u>0.65</u> 0.22					

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**NIELSEN INTEGRATED DATA
(All Outlets Combined)**

COMPANY	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>			
Base July 1993	45.50	31.87	9.81	5.50	5.38	1.82			
September 10, 1994 (4WM)	<u>46.43</u> 0.93	<u>28.86</u> (3.01)	<u>10.18</u> 0.37	<u>6.10</u> 0.60	<u>6.44</u> 1.06	<u>1.86</u> 0.04			
CATEGORY	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>					
Base July 1993	64.54	35.31	26.41	8.90					
September 10, 1994 (4WM)	<u>68.90</u> 4.36	<u>30.96</u> (4.35)	<u>23.96</u> (2.45)	<u>7.01</u> (1.89)					
MAJOR BRANDS	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>				
Base July 1993	26.63	8.30	6.10	0.58	3.88				
September 10, 1994 (4WM)	<u>29.33</u> 2.70	<u>8.79</u> 0.49	<u>6.13</u> 0.03	<u>1.28</u> 0.70	<u>4.44</u> 0.56				
MAJOR BRANDS	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>				
Base July 1993	3.91	1.49	0.68	3.01	3.17				
September 10, 1994 (4WM)	<u>3.87</u> (0.04)	<u>1.34</u> (0.15)	<u>0.61</u> (0.07)	<u>3.10</u> 0.09	<u>3.98</u> 0.81				
BRANDED DISCOUNTS	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base July 1993	4.95	1.94	0.44	4.66	0.83	0.83	2.43	2.27	4.13
September 10, 1994 (4WM)	<u>4.45</u> (0.50)	<u>1.75</u> (0.19)	<u>0.39</u> (0.05)	<u>4.89</u> 0.23	<u>1.13</u> 0.30	<u>1.19</u> 0.36	<u>1.83</u> (0.60)	<u>0.92</u> (1.35)	<u>4.97</u> 0.84
PRIVATE LABEL	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>					
Base July 1993	2.75	4.63	0.97	0.55					
September 10, 1994 (4WM)	<u>1.45</u> (1.30)	<u>3.76</u> (0.87)	<u>1.15</u> 0.18	<u>0.65</u> 0.10					

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 9/10/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS					Diff vs.	
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	8/20	8/27	9/3	9/10	Wk-ago	8/20	8/27	9/3	9/10	4w-ago	8/20	8/27
Philip Morris	43.22	47.59	48.03	48.51	48.57	48.08	48.10	48.00	48.36	48.44	48.30	47.70	-0.60	47.97	48.10	48.26	48.20	0.24		
PM Premium	32.12	36.73	38.76	39.35	39.69	39.48	39.60	39.85	39.87	40.14	39.99	39.70	-0.29	39.40	39.60	39.82	39.92	0.57		
PM Discount	11.09	10.86	9.27	9.16	8.88	8.61	8.50	8.15	8.49	8.31	8.31	8.00	-0.31	8.58	8.50	8.44	8.28	-0.34		
PM Branded Discount	7.54	7.81	7.02	7.00	6.84	6.79	6.81	6.57	6.78	6.61	6.66	6.47	-0.19	6.86	6.81	6.75	6.63	-0.24		
PM Private Label	3.56	3.05	2.25	2.16	2.04	1.81	1.69	1.59	1.71	1.69	1.65	1.53	-0.12	1.72	1.69	1.69	1.64	-0.10		
PM Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R.J. Reynolds	33.88	31.33	28.15	27.61	27.47	27.77	27.94	28.21	27.80	27.67	27.89	28.53	0.64	28.03	27.94	27.87	27.98	-0.04		
RJR Premium	15.48	15.61	15.60	15.67	15.56	15.87	15.95	15.92	15.94	15.73	15.88	15.97	0.09	16.01	15.95	15.91	15.88	-0.19		
RJR Discount	18.40	15.72	12.55	11.94	11.91	11.90	11.99	12.29	11.86	11.95	12.01	12.56	0.55	12.01	11.99	11.97	12.10	0.15		
RJR Branded Discoun	11.43	9.40	7.72	7.30	7.43	7.39	7.57	7.66	7.40	7.75	7.57	7.75	0.18	7.47	7.57	7.58	7.62	0.21		
RJR Private Label	6.97	6.32	4.83	4.64	4.48	4.52	4.42	4.63	4.46	4.20	4.44	4.82	0.38	4.54	4.42	4.38	4.48	-0.06		
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brown & Williamson	11.01	9.95	10.63	10.79	10.92	10.89	10.80	10.41	10.62	10.67	10.46	10.35	-0.11	10.83	10.80	10.66	10.53	-0.31		
B & W Premium	4.25	3.92	4.07	4.01	4.07	4.14	4.04	3.97	4.03	4.03	3.99	3.96	-0.03	4.07	4.04	4.03	4.00	-0.08		
B & W Discount	6.77	6.03	6.56	6.78	6.85	6.76	6.76	6.43	6.60	6.64	6.47	6.39	-0.08	6.76	6.76	6.62	6.53	-0.23		
Lorillard	5.74	5.36	6.28	6.28	6.32	6.47	6.39	6.48	6.37	6.43	6.40	6.57	0.17	6.41	6.39	6.41	6.44	0.01		
Lorillard Premium	5.72	5.26	6.01	5.98	6.04	6.18	6.08	6.20	6.04	6.14	6.11	6.28	0.17	6.09	6.08	6.10	6.14	0.01		
Lorillard Discount	0.02	0.11	0.27	0.30	0.28	0.28	0.31	0.29	0.33	0.29	0.28	0.29	0.01	0.31	0.31	0.31	0.30	0.00		
American Tobacco	4.76	4.62	5.42	5.31	5.24	5.22	5.19	5.24	5.11	5.25	5.27	5.22	-0.05	5.15	5.19	5.21	5.21	0.01		
American Premium	2.26	2.09	2.15	2.14	2.12	2.11	2.07	2.13	2.06	2.05	2.13	2.12	-0.01	2.08	2.07	2.09	2.09	-0.01		
American Discount	2.50	2.53	3.26	3.17	3.13	3.11	3.12	3.12	3.05	3.19	3.14	3.10	-0.04	3.06	3.12	3.12	3.12	0.03		
Amer Branded Discount	1.97	1.80	2.22	2.31	2.28	2.28	2.29	2.36	2.24	2.39	2.37	2.34	-0.03	2.25	2.29	2.31	2.33	0.06		
Amer Private Label	0.53	0.73	1.04	0.85	0.84	0.84	0.82	0.76	0.81	0.80	0.78	0.75	-0.03	0.81	0.82	0.81	0.79	-0.03		
Liggett	1.37	1.09	1.45	1.46	1.43	1.47	1.53	1.59	1.68	1.47	1.62	1.56	-0.06	1.55	1.53	1.53	1.58	0.10		
Liggett Premium	0.42	0.34	0.28	0.26	0.25	0.25	0.26	0.27	0.27	0.25	0.25	0.29	0.04	0.27	0.26	0.25	0.26	0.00		
Liggett Discount	0.95	0.75	1.17	1.20	1.18	1.22	1.26	1.32	1.41	1.23	1.36	1.27	-0.09	1.28	1.26	1.27	1.32	0.10		
Lig Branded Discount	0.38	0.23	0.21	0.20	0.19	0.19	0.12	0.09	0.13	0.08	0.10	0.08	-0.02	0.14	0.12	0.11	0.10	-0.05		
Lig Private Label	0.57	0.52	0.96	1.00	0.99	1.03	1.15	1.22	1.28	1.14	1.26	1.19	-0.07	1.14	1.15	1.16	1.22	0.15		
A/O Co-International	0.01	0.05	0.04	0.05	0.06	0.09	0.06	0.07	0.06	0.06	0.07	0.06	-0.01	0.07	0.06	0.06	0.06	-0.02		

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Source: Nielsen Integrated Panel.

**INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 9/10/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	8/20	8/27	9/3	9/10	Diff. vs. wk-ago	8/20	8/27	9/3	9/10	Diff. vs. 4wk-ago
Philip Morris	43.22	47.59	48.03	48.51	48.57	48.08	48.10	48.00	48.36	48.44	48.30	47.70	-0.60	47.97	48.10	48.26	48.20	0.24
PM Premium- Shr Prem	53.31	57.40	57.92	58.33	58.56	57.96	58.18	58.25	58.40	58.68	58.45	58.06	-0.40	57.95	58.18	58.33	58.40	0.58
PM Discount- Shr Disc	27.92	30.17	28.02	28.15	27.56	26.99	26.61	25.80	26.75	26.28	26.31	25.31	-1.00	26.80	26.61	26.59	26.16	-0.81
PM Brd Disc- Shr Brd	26.81	30.77	29.25	29.32	28.66	28.68	28.53	28.07	28.90	27.83	28.40	27.74	-0.65	28.84	28.53	28.49	28.22	-0.69
PM PL-Shr PL	30.60	28.73	24.78	24.93	24.39	22.11	20.93	19.34	20.66	21.58	20.26	18.45	-1.82	20.89	20.93	20.99	20.21	-1.12
Marlboro	24.43	29.66	30.84	31.49	31.99	31.91	32.13	32.44	32.50	32.61	32.55	32.32	-0.23	31.94	32.13	32.36	32.50	0.69
Red	9.12	11.10	11.31	11.20	11.10	11.51	11.71	11.97	11.91	11.86	11.98	11.96	-0.02	11.65	11.71	11.82	11.93	0.35
Lights NM	10.91	12.94	14.04	13.91	13.73	14.05	14.33	14.54	14.38	14.61	14.52	14.57	0.05	14.20	14.33	14.44	14.52	0.37
Gold	2.11	2.58	2.56	2.55	2.64	2.62	2.61	2.67	2.69	2.64	2.74	2.61	-0.13	2.59	2.61	2.65	2.67	0.11
Medium	1.51	1.83	1.72	1.73	1.72	1.79	1.81	1.77	1.83	1.81	1.77	1.78	0.01	1.80	1.81	1.80	1.80	0.00
Menthol	0.69	1.11	1.10	1.12	1.16	1.15	1.22	1.22	1.26	1.29	1.25	1.19	-0.06	1.19	1.22	1.25	1.25	0.09
Other PM Premium	7.70	7.07	7.91	7.86	7.71	7.57	7.47	7.41	7.37	7.53	7.44	7.38	-0.06	7.46	7.47	7.46	7.43	-0.11
Benson & Hedges	2.20	2.09	2.39	2.35	2.18	2.07	2.02	1.98	2.00	2.03	1.97	1.98	0.01	2.02	2.02	2.01	2.00	-0.05
Merit	2.68	2.30	2.62	2.63	2.63	2.61	2.59	2.57	2.58	2.58	2.60	2.54	-0.06	2.60	2.59	2.58	2.57	-0.05
Virginia Slims	2.27	2.13	2.33	2.31	2.30	2.30	2.27	2.20	2.23	2.29	2.30	2.26	-0.04	2.26	2.27	2.28	2.27	-0.02
Parliament	0.40	0.41	0.45	0.45	0.47	0.47	0.47	0.46	0.44	0.49	0.45	0.47	0.03	0.45	0.47	0.47	0.46	0.00
Saratoga	0.09	0.08	0.08	0.07	0.08	0.07	0.08	0.07	0.07	0.09	0.07	0.07	0.00	0.07	0.08	0.07	0.07	0.00
Cambridge	1.46	1.38	1.32	1.30	1.28	1.39	1.47	1.24	1.43	1.40	1.29	1.19	-0.10	1.51	1.47	1.40	1.32	-0.19
Alpine	0.40	0.34	0.31	0.28	0.29	0.30	0.30	0.29	0.30	0.29	0.28	0.30	0.03	0.30	0.30	0.29	0.29	-0.01
Bristol	0.51	0.30	0.18	0.19	0.17	0.16	0.15	0.15	0.15	0.15	0.14	0.15	0.01	0.15	0.15	0.15	0.15	-0.01
Basic	4.89	5.59	5.07	5.08	4.94	4.83	4.79	4.79	4.82	4.67	4.85	4.73	-0.12	4.81	4.79	4.80	4.77	-0.04
PM Private Label	3.56	3.05	2.25	2.16	2.04	1.81	1.69	1.59	1.71	1.69	1.65	1.53	-0.12	1.72	1.69	1.69	1.64	-0.10
R.J. Reynolds	33.88	31.33	28.15	27.61	27.47	27.77	27.94	28.21	27.80	27.67	27.89	28.53	0.65	28.03	27.94	27.87	27.98	-0.04
RJR Premium-Shr Prem	25.69	24.39	23.31	23.23	22.96	23.30	23.43	23.28	23.36	22.99	23.20	23.35	0.15	23.55	23.43	23.30	23.23	-0.38
RJR Disc- Shr Disc	46.31	43.66	37.93	36.69	36.95	37.33	37.54	38.90	37.37	37.80	38.04	39.74	1.70	37.53	37.54	37.72	38.24	0.83
Brown & Williamson	11.01	9.95	10.63	10.79	10.92	10.89	10.80	10.41	10.62	10.67	10.46	10.35	-0.11	10.83	10.80	10.66	10.53	-0.31
B & W Premium- Shr Prem	7.05	6.12	6.08	5.95	6.00	6.07	5.94	5.81	5.90	5.90	5.83	5.79	-0.04	5.98	5.94	5.91	5.85	-0.15
B & W Discount- Shr Disc	17.03	16.76	19.84	20.83	21.25	21.19	21.16	20.35	20.79	21.01	20.50	20.22	-0.28	21.12	21.16	20.88	20.63	-0.52
Lorillard	5.74	5.36	6.28	6.28	6.32	6.47	6.39	6.48	6.37	6.43	6.40	6.57	0.18	6.41	6.39	6.41	6.44	0.01
Lorillard Premium- Shr Prem	9.49	8.22	8.99	8.87	8.91	9.08	8.94	9.06	8.85	8.98	8.94	9.19	0.25	8.96	8.94	8.94	8.99	-0.01
Lorillard Discount- Shr Disc	0.05	0.30	0.80	0.91	0.86	0.89	0.97	0.90	1.03	0.92	0.89	0.92	0.03	0.98	0.97	0.96	0.94	-0.01
American Tobacco	4.76	4.62	5.42	5.31	5.24	5.22	5.19	5.24	5.11	5.25	5.27	5.22	-0.05	5.15	5.19	5.21	5.21	0.01
American Prem-Shr Prem	3.75	3.26	3.22	3.17	3.12	3.10	3.04	3.11	3.01	3.00	3.11	3.00	0.00	3.06	3.04	3.06	3.06	-0.03
American Discount- Shr Disc	6.29	7.04	9.87	9.73	9.71	9.76	9.76	9.87	9.61	10.10	9.95	9.79	-0.16	9.57	9.76	9.83	9.86	0.18
Liggett	1.37	1.09	1.45	1.46	1.43	1.47	1.53	1.59	1.68	1.47	1.62	1.56	-0.06	1.55	1.53	1.53	1.58	0.10
Liggett Premium- Shr Prem	0.69	0.53	0.41	0.38	0.37	0.37	0.39	0.39	0.39	0.36	0.37	0.42	0.05	0.39	0.39	0.37	0.39	0.01
Liggett Discount- Shr Disc	2.40	2.08	3.55	3.69	3.65	3.82	3.96	4.17	4.44	3.88	4.32	4.02	-0.30	4.00	3.96	4.02	4.16	0.33

204535524832
Source: Nielsen Integrated Panel.

**INTEGRATED TOP 25 PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 9/10/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	8/20	8/27	9/3	9/10	Diff. vs. wk-ago	8/20	8/27	9/3	9/10	Diff. vs. 4wk-ago
Marlboro	24.43	29.66	30.84	31.49	31.99	31.91	32.13	32.44	32.50	32.61	32.55	32.32	-0.23	31.94	32.13	32.36	32.50	0.69
Marlboro B4G1F	0.00	0.00	0.01	0.07	1.53	0.68	0.34	0.14	0.30	0.27	0.18	0.11	-0.07	0.39	0.34	0.28	0.21	-0.23
Winston	5.16	5.89	5.34	5.35	5.49	5.75	5.72	5.77	5.76	5.56	5.70	5.85	0.15	5.80	5.72	5.70	5.72	-0.10
Winston Select	0.51	0.65	0.94	1.02	1.17	1.41	1.39	1.45	1.40	1.33	1.42	1.47	0.04	1.43	1.39	1.40	1.41	-0.04
Winston Select Lights	0.00	0.08	0.53	0.58	0.66	0.77	0.77	0.81	0.76	0.76	0.78	0.85	0.07	0.78	0.77	0.77	0.79	0.00
GPC	4.95	4.44	5.32	5.60	5.69	5.73	5.83	5.56	5.67	5.73	5.58	5.53	-0.04	5.80	5.83	5.72	5.63	-0.15
Basic	4.89	5.59	5.07	5.08	4.94	4.83	4.79	4.79	4.82	4.67	4.85	4.73	-0.12	4.81	4.79	4.80	4.77	-0.04
Doral	3.36	3.50	3.89	3.72	3.86	3.96	4.24	4.41	4.14	4.35	4.31	4.51	0.20	4.14	4.24	4.30	4.33	0.24
Camel	4.27	4.34	4.90	4.93	4.80	4.84	4.95	4.93	4.90	4.95	4.98	4.87	-0.11	4.91	4.95	4.96	4.93	-0.02
Camel Filters	3.66	3.78	4.38	4.39	4.25	4.29	4.41	4.36	4.35	4.41	4.40	4.32	-0.08	4.37	4.41	4.40	4.37	-0.03
Camel Special Lights	0.12	0.62	0.78	0.75	0.65	0.58	0.56	0.54	0.54	0.56	0.54	0.54	0.00	0.57	0.56	0.56	0.55	-0.02
Camel Non-Filter	0.61	0.55	0.52	0.54	0.55	0.55	0.54	0.57	0.55	0.54	0.58	0.55	-0.03	0.54	0.54	0.55	0.56	0.02
Salem	3.70	3.33	3.42	3.42	3.35	3.38	3.36	3.35	3.37	3.35	3.36	3.35	-0.01	3.36	3.36	3.36	3.36	0.00
Newport	3.90	3.74	4.47	4.48	4.54	4.70	4.59	4.63	4.55	4.64	4.60	4.65	0.06	4.61	4.59	4.61	4.61	-0.03
Kool	3.39	3.13	3.21	3.18	3.23	3.30	3.21	3.21	3.22	3.15	3.21	3.21	0.00	3.25	3.21	3.21	3.20	-0.06
Virginia Slims	2.27	2.13	2.33	2.31	2.30	2.30	2.27	2.28	2.23	2.29	2.30	2.26	-0.04	2.26	2.27	2.28	2.27	-0.02
Merit	2.68	2.30	2.62	2.63	2.63	2.61	2.59	2.57	2.58	2.58	2.60	2.54	-0.06	2.60	2.59	2.58	2.57	-0.05
Benson & Hedges	2.20	2.09	2.39	2.35	2.18	2.07	2.02	1.98	2.00	2.03	1.97	1.98	0.01	2.02	2.02	2.01	2.00	-0.05
Monarch	4.08	3.34	2.73	2.53	2.57	2.48	2.41	2.30	2.35	2.51	2.30	2.30	0.00	2.39	2.41	2.37	2.36	-0.03
Cambridge	1.46	1.38	1.32	1.30	1.28	1.39	1.47	1.24	1.43	1.40	1.29	1.19	-0.10	1.51	1.47	1.40	1.32	-0.19
Vantage	1.41	1.20	1.15	1.17	1.14	1.13	1.16	1.12	1.14	1.12	1.11	1.13	0.03	1.17	1.16	1.14	1.12	-0.05
Carlton	0.89	0.85	0.92	0.91	0.90	0.87	0.86	0.92	0.86	0.85	0.90	0.95	0.05	0.87	0.86	0.87	0.89	0.02
Montclair	0.90	0.84	1.26	1.36	1.31	1.29	1.29	1.27	1.26	1.30	1.27	1.26	-0.01	1.28	1.29	1.28	1.27	-0.02
Best Value	2.88	1.64	0.67	0.64	0.60	0.59	0.57	0.59	0.57	0.55	0.61	0.57	-0.04	0.58	0.57	0.57	0.58	0.01
Pall Mall	0.05	0.77	0.77	0.77	0.76	0.78	0.75	0.75	0.75	0.73	0.75	0.75	-0.01	0.76	0.75	0.75	0.74	-0.03
Misty	0.75	0.77	0.86	0.88	0.89	0.93	0.94	1.04	0.91	1.02	1.05	1.02	-0.03	0.91	0.94	0.97	1.00	-0.08
Kent	0.88	0.81	0.70	0.66	0.65	0.68	0.67	0.67	0.66	0.69	0.69	0.65	-0.04	0.67	0.67	0.68	0.67	-0.01
Viceroy	0.97	0.84	0.77	0.75	0.72	0.66	0.65	0.63	0.64	0.65	0.64	0.62	-0.01	0.65	0.65	0.65	0.64	-0.01
Capri	0.50	0.50	0.63	0.60	0.60	0.60	0.60	0.55	0.57	0.66	0.56	0.55	-0.01	0.58	0.60	0.59	0.58	0.00
Now	0.46	0.41	0.39	0.39	0.38	0.38	0.38	0.36	0.38	0.37	0.36	0.36	-0.01	0.38	0.38	0.37	0.37	-0.01
More	0.47	0.43	0.40	0.40	0.40	0.38	0.38	0.38	0.39	0.37	0.36	0.41	0.05	0.38	0.38	0.37	0.38	-0.01

* Top 25 is based on All Outlets Combined.

2045355248

Source: Nielsen Integrated Panel.

INTEGRATED DISCOUNT PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 9/10/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	8/20	8/27	9/3	9/10	Diff. vs. wk-ago	8/20	8/27	9/3	9/10	Diff. vs. 4wk-ago
<u>Private Label</u>																		
PM PL	3.56	3.05	2.25	2.16	2.04	1.81	1.69	1.59	1.71	1.69	1.65	1.53	-0.12	1.72	1.69	1.69	1.64	-0.10
RJR PL	6.97	6.32	4.83	4.64	4.48	4.52	4.42	4.63	4.46	4.20	4.44	4.82	0.37	4.54	4.42	4.38	4.48	-0.06
American PL	0.53	0.73	1.04	0.85	0.84	0.84	0.82	0.76	0.81	0.80	0.78	0.75	-0.02	0.81	0.82	0.81	0.79	-0.03
Liggett PL	0.57	0.52	0.96	1.00	0.99	1.03	1.15	1.22	1.28	1.14	1.26	1.19	-0.07	1.14	1.15	1.16	1.22	0.15
Total PL	11.63	10.62	9.09	8.65	8.35	8.20	8.08	8.20	8.27	7.84	8.12	8.28	0.16	8.21	8.08	8.04	8.13	-0.05
<u>PL Share of Segment</u>																		
PM PL	30.60	28.73	24.78	24.93	24.39	22.11	20.93	19.34	20.66	21.58	20.26	18.45	-1.82	20.89	20.93	20.99	20.21	-1.12
RJR PL	59.93	59.52	53.14	53.65	53.67	55.10	54.71	56.44	53.96	53.58	54.69	53.13	3.45	55.34	54.71	54.49	55.12	-0.40
American PL	4.57	6.87	11.47	9.88	10.12	10.20	10.18	9.31	9.85	10.23	9.55	9.08	-0.47	9.90	10.18	10.08	9.67	-0.41
Liggett PL	4.90	4.88	10.61	11.55	11.81	12.59	14.18	14.91	15.53	14.61	15.50	14.34	-1.16	13.88	14.18	14.44	14.99	1.91
<u>BRANDED DISCOUNT</u>																		
Basic	4.89	5.59	5.07	5.08	4.94	4.83	4.79	4.79	4.82	4.67	4.85	4.73	-0.12	4.81	4.79	4.80	4.77	-0.04
Best Value	2.88	1.64	0.67	0.64	0.60	0.59	0.57	0.59	0.57	0.55	0.61	0.57	-0.04	0.58	0.57	0.57	0.58	0.01
Monarch	4.08	3.34	2.73	2.53	2.57	2.48	2.41	2.30	2.35	2.51	2.30	2.30	0.00	2.39	2.41	2.37	2.36	-0.03
GPC	4.95	4.44	5.32	5.60	5.69	5.73	5.83	5.56	5.67	5.73	5.58	5.53	-0.04	5.80	5.83	5.72	5.63	-0.15
Raleigh Extra	0.63	0.60	0.41	0.37	0.38	0.32	0.23	0.20	0.24	0.22	0.22	0.18	-0.03	0.27	0.23	0.22	0.21	-0.07
Doral	3.36	3.50	3.89	3.72	3.86	3.96	4.24	4.41	4.14	4.35	4.31	4.51	0.20	4.14	4.24	4.30	4.33	0.24
Cambridge	1.46	1.38	1.32	1.30	1.28	1.39	1.47	1.24	1.43	1.40	1.29	1.19	-0.10	1.51	1.47	1.40	1.32	-0.19
Viceroy	0.97	0.84	0.77	0.75	0.72	0.66	0.65	0.63	0.64	0.65	0.64	0.62	-0.01	0.65	0.65	0.65	0.64	-0.01
Misty	0.75	0.77	0.86	0.88	0.89	0.93	0.94	1.04	0.91	1.02	1.05	1.02	-0.03	0.91	0.94	0.97	1.00	0.08
Montclair	0.90	0.84	1.26	1.36	1.31	1.29	1.29	1.27	1.26	1.30	1.27	1.26	-0.01	1.28	1.29	1.28	1.27	-0.02
Alpine	0.40	0.34	0.31	0.28	0.29	0.30	0.30	0.29	0.30	0.29	0.28	0.30	0.03	0.30	0.30	0.30	0.29	-0.01
Old Gold	0.13	0.15	0.27	0.31	0.29	0.29	0.31	0.29	0.33	0.30	0.28	0.29	0.01	0.32	0.31	0.31	0.30	-0.01
Sterling	0.49	0.43	0.16	0.15	0.13	0.12	0.12	0.12	0.11	0.11	0.11	0.13	0.02	0.12	0.12	0.11	0.12	0.00
Bristol	0.51	0.30	0.18	0.19	0.17	0.16	0.15	0.15	0.15	0.15	0.15	0.14	0.01	0.15	0.15	0.15	0.15	-0.01
Magna	0.47	0.38	0.18	0.18	0.18	0.17	0.16	0.17	0.15	0.15	0.17	0.17	0.01	0.16	0.16	0.16	0.16	0.00
Pyramid	0.17	0.11	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.04	0.00	0.04	0.04	0.04	0.04	0.00
Riviera	0.14	0.10	0.04	0.04	0.04	0.03	0.03	0.02	0.03	0.03	0.02	0.02	0.01	0.03	0.03	0.03	0.03	0.00
Bucks	0.13	0.07	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.00	0.03	0.03	0.03	0.03	-0.01
Richland 20's	0.12	0.07	0.05	0.05	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.01	0.04	0.04	0.04	0.04	-0.01
American Ff/Lts	0.04	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.01	0.00
Covington	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O Branded Discount	0.64	0.48	0.39	0.36	0.39	0.30	0.24	0.20	0.25	0.22	0.23	0.22	-0.05	0.26	0.24	0.22	0.23	-0.03
Total Branded Discount	28.11	25.39	24.00	23.89	23.87	23.69	23.85	23.40	23.47	23.77	23.46	23.33	-0.13	23.80	23.85	23.68	23.51	-0.26
Basic Share of Discount	12.31	15.53	15.33	15.61	15.34	15.15	14.99	15.16	15.19	14.78	15.36	14.97	-0.39	15.01	14.99	15.14	15.07	0.01
Total Discount Category	39.73	36.00	33.09	32.53	32.22	31.89	31.93	31.60	31.74	31.60	31.58	31.61	0.03	32.01	31.93	31.73	31.63	-0.32

2045355248,EG
 Source: Nielsen Integrated Panel.

BENCHMARKS - TOTAL US
NIELSEN WEEKLY C-STORE AUDITS

	<u>Benchmarks</u>	<u>4 w/e</u> <u>10-Sep</u>	<u>Current vs.</u> <u>Benchmark</u>
Philip Morris	45.2 (lower limit)	48.2	3.0 Favorable
Marlboro	28.2 (lower limit)	32.5	4.3 Favorable
OPB	7.7 (lower limit)	7.4	0.3 Unfavorable
Virginia Slims	2.3 (lower limit)	2.3	0.0 Favorable
Benson & Hedges	2.2 (lower limit)	2.0	0.2 Unfavorable
Merit	2.6 (lower limit)	2.6	0.0 Favorable
Parliament	0.4 (lower limit)	0.5	0.1 Favorable
Basic - Shr. of Discount	16.3 (lower limit)	15.1	1.2 Unfavorable
Discount Category	+2.0 Pts. (upper limit)*	31.6	3.3 Favorable
Private Label	10.2 (upper limit)	8.1	2.1 Favorable
Lowest Disc. Price **	\$1.34 (lower limit)	\$1.32	\$0.02 Unfavorable
Absolute Price Gap ***	\$0.57 (upper limit)	\$0.61	\$0.04 Unfavorable

* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.9%.

** Source: Nielsen Weekly Pricing Audits (linear average)

*** Marlboro versus lowest Discount.

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EC

Weekly CS-800 bench

**NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)**

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>			
Base March 1993	43.22	33.88	11.01	4.76	5.74	1.37			
September 10, 1994 (4WM)	<u>48.20</u> 4.98	<u>27.98</u> (5.90)	<u>10.53</u> <u>(0.48)</u>	<u>5.21</u> 0.45	<u>6.44</u> 0.70	<u>1.58</u> 0.21			
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>					
Base March 1993	60.26	39.73	28.11	11.63					
September 10, 1994 (4WM)	<u>68.37</u> 8.11	<u>31.63</u> (8.10)	<u>23.51</u> (4.60)	<u>8.13</u> (3.50)					
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>				
Base March 1993	24.43	7.70	5.16	0.51	4.27				
September 10, 1994 (4WM)	<u>32.50</u> 8.07	<u>7.43</u> (0.27)	<u>5.72</u> 0.56	<u>1.41</u> 0.90	<u>4.93</u> 0.66				
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>				
Base March 1993	3.90	3.39	3.70	1.41	0.46				
September 10, 1994 (4WM)	<u>4.61</u> 0.71	<u>3.20</u> (0.19)	<u>3.36</u> (0.34)	<u>1.12</u> (0.29)	<u>0.37</u> (0.09)				
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.89	1.46	0.40	3.36	0.75	0.90	4.08	2.88	4.95
September 10, 1994 (4WM)	<u>4.77</u> (0.12)	<u>1.32</u> (0.14)	<u>0.29</u> (0.11)	<u>4.33</u> 0.97	<u>1.00</u> 0.25	<u>1.27</u> 0.37	<u>2.36</u> (1.72)	<u>0.58</u> (2.30)	<u>5.63</u> 0.68
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>					
Base March 1993	3.56	6.97	0.57	0.53					
September 10, 1994 (4WM)	<u>1.64</u> (1.92)	<u>4.48</u> (2.49)	<u>1.22</u> 0.65	<u>0.79</u> 0.26					

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Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>			
Base July 1993	47.59	31.33	9.95	4.62	5.36	1.09			
September 10, 1994 (4WM)	<u>48.20</u> 0.61	<u>27.98</u> (3.35)	<u>10.53</u> 0.58	<u>5.21</u> 0.59	<u>6.44</u> 1.08	<u>1.58</u> 0.49			
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>					
Base July 1993	64.00	36.00	25.39	10.62					
September 10, 1994 (4WM)	<u>68.37</u> 4.37	<u>31.63</u> (4.37)	<u>23.51</u> (1.88)	<u>8.13</u> (2.49)					
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>				
Base July 1993	29.66	7.07	5.89	0.65	4.34				
September 10, 1994 (4WM)	<u>32.50</u> 2.84	<u>7.43</u> 0.36	<u>5.72</u> (0.17)	<u>1.41</u> 0.76	<u>4.93</u> 0.59				
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>				
Base July 1993	3.74	3.13	3.33	1.20	0.41				
September 10, 1994 (4WM)	<u>4.61</u> 0.87	<u>3.20</u> 0.07	<u>3.36</u> 0.03	<u>1.12</u> (0.08)	<u>0.37</u> (0.04)				
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base July 1993	5.59	1.38	0.34	3.50	0.77	0.84	3.34	1.64	4.44
September 10, 1994 (4WM)	<u>4.77</u> (0.82)	<u>1.32</u> (0.06)	<u>0.29</u> (0.05)	<u>4.33</u> 0.83	<u>1.00</u> 0.23	<u>1.27</u> 0.43	<u>2.36</u> (0.98)	<u>0.58</u> (1.06)	<u>5.63</u> 1.19
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>					
Base July 1993	3.05	6.32	0.52	0.73					
September 10, 1994 (4WM)	<u>1.64</u> (1.41)	<u>4.48</u> (1.84)	<u>1.22</u> 0.70	<u>0.79</u> 0.06					

2045355248.66

Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	8/20/94	8/27/94	9/3/94	9/10/94	8/20/94	8/27/94	9/3/94	9/10/94	8/20/94	8/27/94	9/3/94	9/10/94	8/20/94	8/27/94	9/3/94	9/10/94	8/20/94	8/27/94	9/3/94	9/10/94
Philip Morris	64	65	63	61	33	31	27	25	22	24	27	27	16	15	17	15	35	37	37	36
PM Premium	56	57	58	56	21	20	16	15	16	18	20	19	15	15	15	15	35	37	37	36
PM Discount	30	28	27	24	22	19	17	16	11	12	13	12	2	2	3	2				
PM Brd Disc	30	28	27	24	22	19	17	16	11	12	13	12	2	2	3	2				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	50	50	51	48	21	20	16	15	13	14	16	14	1	1	1	1	35	37	37	35
Red	18	16	17	15	10	9	6	5	10	10	13	11	1	1	1	1				
Lights	24	24	23	21	17	17	13	11	11	10	12	11	1	1	1	1				
Medium	13	13	9	10	9	8	5	6	6	7	5	5	0	0	0	0				
PM Other Premium	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A				
Benson & Hedges	13	13	14	13	0	0	0	0	2	1	1	1	12	12	13	12				
Merit	5	5	5	6	0	0	0	0	3	3	3	4	2	2	2	1	0	0	0	1
Virginia Slims	3	3	4	4	0	0	0	0	2	2	2	2	0	0	0	1	1	2	2	2
Parliament	0	1	2	1	0	0	0	0	0	1	2	1	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	18	15	14	14	16	14	13	12	2	2	2	2	1	1	2	1				
Alpine	1	1	1	1	1	1	1	1	0	0	0	0	0	1	1	1				
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Basic	16	16	16	14	6	6	5	4	10	11	12	11	0	0	0	0				
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
R.J. Reynolds	74	76	74	74	22	23	26	25	34	34	36	37	48	49	47	48	33	34	31	31
RJR Premium	72	74	71	71	18	20	21	21	34	34	36	37	43	44	41	43	33	34	31	31
RJR Discount	28	27	27	26	7	6	9	8	0	0	0	0	24	23	22	21				
Brown & Williamson	38	35	34	32	12	8	6	6	8	7	6	6	28	29	30	28	0	0	1	1
B & W Premium	30	25	26	25	12	8	6	6	7	6	5	5	18	17	20	19	0	0	1	1
B & W Discount	18	19	18	17	0	0	0	0	1	1	1	1	18	19	18	17				
Lorillard	42	43	42	40	0	0	0	0	2	2	1	1	42	42	41	40				
Lorillard Premium	39	39	38	37	0	0	0	0	2	2	1	1	39	38	38	37				
Lorillard Discount	13	12	12	12	0	0	0	0	0	0	0	0	13	12	12	12				
American Tobacco	32	33	31	33	4	9	12	10	10	9	8	6	27	27	24	26	1	1	1	2
American Premium	9	9	9	9	1	1	1	2	0	0	0	0	9	8	8	7	1	1	1	2
American Discount	27	30	29	30	3	8	11	9	10	9	7	6	22	24	22	24				
Liggett	6	8	8	8	1	1	1	1	0	0	0	0	5	7	7	7				
Liggett Premium	4	5	5	5	1	1	1	1	0	0	0	0	3	4	4	4				
Liggett Discount	3	4	4	4	0	0	0	0	0	0	0	0	3	4	4	4				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	8/20/94	8/27/94	9/3/94	9/10/94	8/20/94	8/27/94	9/3/94	9/10/94	8/20/94	8/27/94	9/3/94	9/10/94	8/20/94	8/27/94	9/3/94	9/10/94	8/20/94	8/27/94	9/3/94	9/10/94
Marlboro	50	50	51	48	21	20	16	15	13	14	16	14	1	1	1	1	35	37	37	35
Winston	65	65	63	63	16	18	20	19	23	22	21	21	36	36	35	36	26	26	24	26
Winston Select	49	50	49	49	16	18	20	19	20	19	17	16	31	31	30	31				
Winston Select Lights	46	47	45	45	15	17	17	16	18	17	16	15	29	29	28	29				
Winston Less Select	38	36	35	37	0	0	0	0	5	4	5	6	11	12	11	11				
Winston B3G3F	14	15	16	17	14	15	16	17	0	0	0	0	0	0	0	0				
GPC	15	17	16	15	0	0	0	0	0	0	0	0	15	17	16	15				
Basic	16	16	16	14	6	6	5	4	10	11	12	11	0	0	0	0				
Doral	22	20	21	19	2	2	3	3	0	0	0	0	21	19	19	18				
Camel	45	48	50	50	4	4	3	4	17	21	25	26	19	19	19	20	24	26	25	23
Camel Filter	30	34	38	39	4	4	3	4	17	21	25	26	19	19	19	20				
Camel Wides	5	7	6	6	0	0	0	0	1	1	1	1	4	6	4	5				
Camel Special Lights	21	22	22	24	3	4	3	4	8	9	9	10	14	13	13	15				
Camel Non- Filter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Salem	6	6	6	7	0	0	0	0	0	0	0	0	5	5	5	6	1	1	1	1
Newport	21	24	22	21	0	0	0	0	2	2	1	1	21	23	21	19				
Kool	22	19	20	20	9	6	4	3	0	0	0	0	15	15	17	18	0	0	1	1
Virginia Slims	3	3	4	4	0	0	0	0	2	2	2	2	0	0	0	1	1	2	2	2
Merit	5	5	5	6	0	0	0	0	3	3	3	4	2	2	2	1	0	0	0	1
Benson & Hedges	13	13	14	13	0	0	0	0	2	1	1	1	12	12	13	12				
Monarch	10	10	13	12	6	6	8	6	0	0	0	0	4	5	7	7				
Cambridge	18	15	14	14	16	14	13	12	2	2	2	2	1	1	2	1				
Vantage	5	5	4	4	0	0	0	0	0	0	0	0	4	4	4	4				
Carlton	9	9	8	9	1	1	2	0	0	0	0	0	9	8	7	7	1	1	1	2
Montclair	15	17	15	15	1	0	0	0	5	5	4	3	12	13	12	13				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Pall Mall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Misty	21	23	23	24	3	8	10	9	5	4	4	3	16	16	15	18				
Kent	2	2	2	2	0	0	0	0	0	0	0	0	1	2	2	2				
Kent International	1	1	2	1	0	0	0	0	0	0	0	0	1	1	2	1				
Viceroy	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3				
Capri	15	15	15	14	4	4	3	3	7	6	5	5	8	9	9	8				
Now	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0				
More	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER						
	8/20/94	8/27/94	9/3/94	9/10/94	8/20/94	8/27/94	9/3/94	9/10/94	8/20/94	8/27/94	9/3/94	9/10/94	8/20/94	8/27/94	9/3/94	9/10/94	8/20/94	8/27/94	9/3/94	9/10/94			
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
RJR PL	2	1	1	1	0	0	0	0	0	0	0	0	2	1	1	1	0	0	0	0	0	0	
American PL	1	1	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	
Liggett PL	0	1	1	2	0	0	0	0	0	0	0	0	0	1	1	2	0	1	1	2	0	0	
Total PL	4	4	3	4	0	0	0	0	0	1	0	0	3	3	3	3	3	3	3	3	3	3	
Basic	16	16	16	14	6	6	5	4	10	11	12	11	0	0	0	0	0	0	0	0	0	0	
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Monarch	10	10	13	12	6	6	8	6	0	0	0	0	4	5	7	7	0	0	0	0	0	0	0
GPC	15	17	16	15	0	0	0	0	0	0	0	0	15	17	16	15	0	0	0	0	0	0	0
Raleigh Extra	5	4	4	4	0	0	0	0	0	0	0	0	5	4	4	4	0	0	0	0	0	0	0
Doral	22	20	21	19	2	2	3	3	0	0	0	0	21	19	19	18	0	0	0	0	0	0	0
Cambridge	18	15	14	14	16	14	13	12	2	2	2	2	1	1	2	1	0	0	0	0	0	0	0
Viceroy	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3	0	0	0	0	0	0	0
Misty	21	23	23	24	3	8	10	9	5	4	4	3	16	16	15	18	0	0	0	0	0	0	0
Montclair	15	17	15	15	1	0	0	0	5	5	4	3	12	13	12	13	0	0	0	0	0	0	0
Alpine	1	1	1	1	1	1	1	1	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0
Old Gold	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sterling	2	1	1	1	0	0	0	0	0	0	0	0	2	1	1	1	0	0	0	0	0	0	0
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Magna	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0
Pyramid	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2	0	0	0	0	0	0	0
Riviera	2	2	2	2	0	0	0	0	0	0	0	0	2	2	1	1	0	0	0	0	0	0	0
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Flechland 20's	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
American Fl/Lts	1	1	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0
Covington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Branded Discount	58	59	57	56	27	28	30	27	19	19	19	17	44	45	43	42	0	0	0	0	0	0	0
Total Discount	58	60	58	57	27	28	30	27	19	19	19	17	45	46	43	42	0	0	0	0	0	0	0

NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

NIELSEN PRICING AUDIT
NET CARTON PRICES - 9/10/94

	JUN 18 1994	JUN 25 1994	JUL 2 1994	JUL 9 1994	JUL 16 1994	JUL 23 1994	JUL 30 1994	AUG 6 1994	AUG 13 1994	AUG 20 1994	AUG 27 1994	SEPT 3 1994	SEPT 10 1994	DIFF VS WAGO
PREMIUM	\$16.66	\$16.36	\$16.33	\$16.30	\$16.32	\$16.35	\$16.33	\$16.29	\$16.25	\$16.19	\$16.19	\$16.19	\$16.13	-\$0.06
MARLBORO	\$16.41	\$16.43	\$16.44	\$16.40	\$16.41	\$16.44	\$16.43	\$16.44	\$16.46	\$16.39	\$16.43	\$16.44	\$16.37	-\$0.07
WINSTON	\$16.35	\$16.29	\$16.23	\$16.17	\$16.21	\$16.23	\$16.18	\$16.09	\$15.98	\$15.87	\$15.82	\$15.83	\$15.79	-\$0.04
DIFFERENCE	\$0.06	\$0.14	\$0.21	\$0.23	\$0.20	\$0.21	\$0.25	\$0.35	\$0.48	\$0.52	\$0.61	\$0.61	\$0.58	-\$0.03
CAMBRIDGE	\$13.89	\$13.91	\$13.88	\$13.85	\$13.89	\$13.93	\$14.00	\$13.98	\$13.86	\$13.89	\$13.83	\$13.87	\$13.87	\$0.00
DORAL	\$12.99	\$12.90	\$12.95	\$12.90	\$12.85	\$12.83	\$12.84	\$12.73	\$12.76	\$12.59	\$12.50	\$12.44	\$12.47	\$0.03
BASIC	\$13.54	\$13.51	\$13.52	\$13.48	\$13.59	\$13.52	\$13.52	\$13.48	\$13.38	\$13.43	\$13.48	\$13.51	\$13.43	-\$0.08
RJR PRIVATE LABEL	\$12.10	\$12.01	\$12.20	\$12.12	\$12.02	\$12.12	\$12.22	\$12.02	\$11.99	\$11.93	\$11.81	\$11.70	\$11.73	\$0.03
BEST VALUE	\$12.57	\$12.52	\$12.50	\$12.60	\$12.43	\$12.44	\$12.42	\$12.35	\$12.29	\$12.23	\$12.24	\$11.97	\$11.94	-\$0.03
MONARCH	\$13.20	\$13.02	\$12.96	\$12.74	\$12.80	\$12.75	\$12.59	\$12.48	\$12.31	\$12.36	\$12.14	\$12.25	\$12.11	-\$0.14
GPC	\$12.21	\$12.15	\$12.21	\$12.19	\$12.32	\$12.26	\$12.29	\$12.27	\$12.18	\$12.04	\$12.22	\$12.11	\$12.13	\$0.02
MONTCLAIR	\$12.83	\$12.79	\$12.75	\$12.75	\$12.78	\$12.80	\$12.80	\$12.73	\$12.59	\$12.68	\$12.54	\$12.62	\$12.63	\$0.01
ALL AMERICAN VALUE	\$13.50	\$13.38	\$13.36	\$13.20	\$13.29	\$13.40	\$13.70	\$13.32	\$13.30	\$13.31	\$13.07	\$13.06	\$13.23	\$0.17
LOWEST PRIVATE LABEL	\$11.67	\$11.67	\$11.76	\$11.73	\$11.71	\$11.74	\$11.82	\$11.69	\$11.81	\$11.65	\$11.51	\$11.55	\$11.54	-\$0.01
LOWEST BRND DISC (NEW)	\$12.17	\$12.12	\$12.13	\$12.12	\$12.10	\$12.11	\$12.12	\$11.96	\$11.92	\$11.89	\$11.88	\$11.77	\$11.78	\$0.01
LOWEST DISCOUNT	\$11.72	\$11.67	\$11.71	\$11.70	\$11.70	\$11.67	\$11.68	\$11.56	\$11.53	\$11.50	\$11.45	\$11.40	\$11.40	\$0.00
MARLBORO	40.0%	40.8%	40.4%	40.2%	40.3%	40.9%	40.7%	42.2%	42.8%	42.5%	43.5%	44.2%	43.6%	-0.6%
% GAP	\$4.69	\$4.76	\$4.73	\$4.70	\$4.71	\$4.77	\$4.75	\$4.88	\$4.93	\$4.89	\$4.98	\$5.04	\$4.97	-\$0.07
\$ GAP														

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Supr pricing

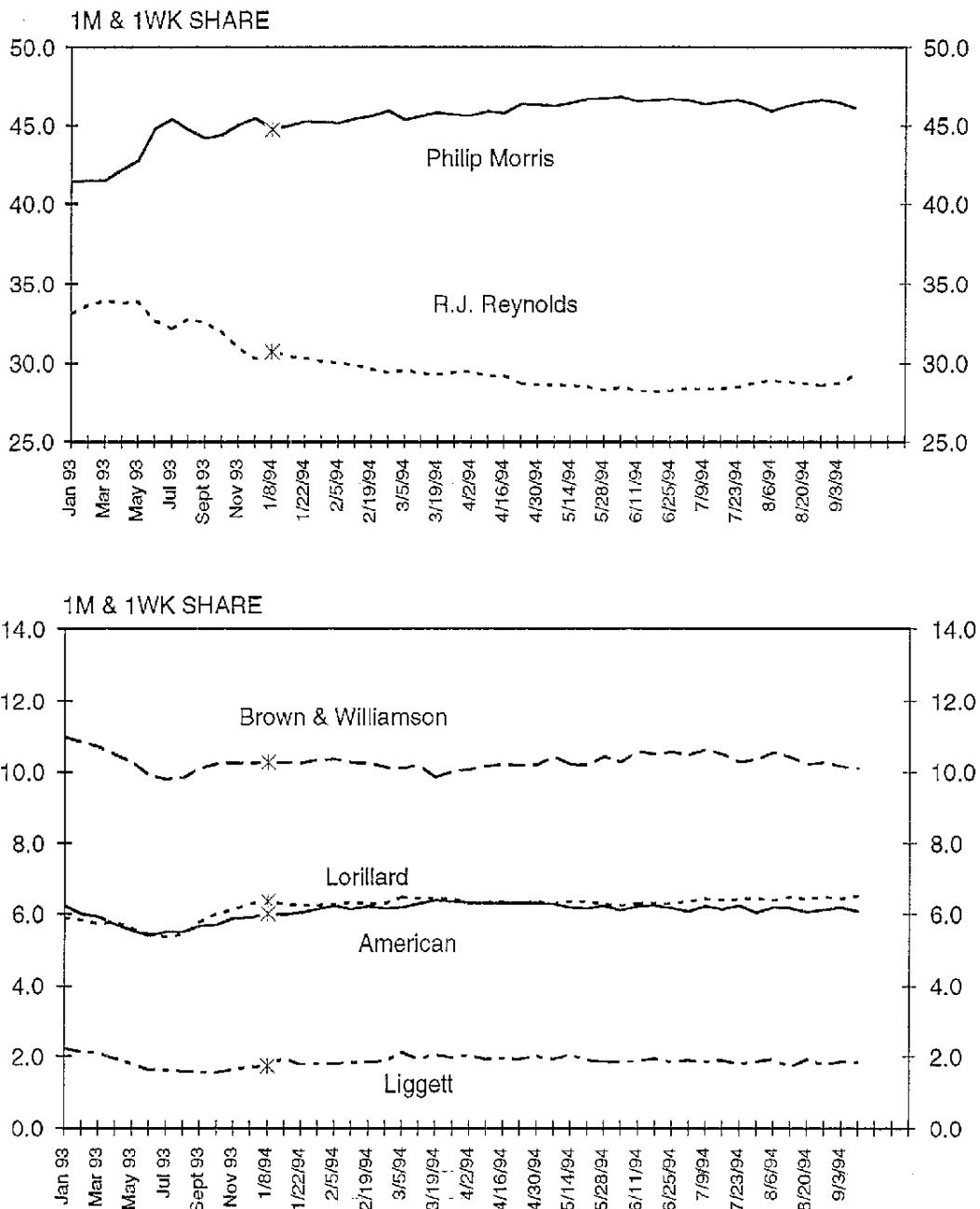
NIELSEN PRICING AUDIT
NET PACK PRICES - 9/10/94

	JUN 18 1994	JUN 25 1994	JUL 2 1994	JUL 9 1994	JUL 16 1994	JUL 23 1994	JUL 30 1994	AUG 6 1994	AUG 13 1994	AUG 20 1994	AUG 27 1994	SEPT 3 1994	SEPT 10 1994	DIFF VS WAGO
PREMIUM	\$1.92	\$1.92	\$1.91	\$1.91	\$1.92	\$1.91	\$1.91	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$0.00
MARLBORO	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.93	\$1.92	\$1.93	\$1.93	\$1.93	\$1.93	\$0.00
WINSTON	\$1.92	\$1.91	\$1.90	\$1.90	\$1.91	\$1.90	\$1.90	\$1.91	\$1.91	\$1.91	\$1.90	\$1.90	\$1.90	\$0.00
DIFFERENCE	\$0.00	\$0.01	\$0.02	\$0.02	\$0.01	\$0.02	\$0.02	\$0.02	\$0.01	\$0.02	\$0.03	\$0.03	\$0.03	\$0.00
CAMBRIDGE	\$1.55	\$1.55	\$1.56	\$1.55	\$1.56	\$1.56	\$1.56	\$1.56	\$1.56	\$1.57	\$1.57	\$1.56	\$1.56	\$0.00
DORAL	\$1.50	\$1.49	\$1.48	\$1.47	\$1.47	\$1.47	\$1.46	\$1.47	\$1.46	\$1.47	\$1.47	\$1.46	\$1.45	-\$0.01
BASIC	\$1.56	\$1.56	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.57	\$1.56	\$1.56	\$1.56	\$1.56	\$1.55	-\$0.01
RJR PRIVATE LABEL	\$1.37	\$1.36	\$1.32	\$1.33	\$1.33	\$1.33	\$1.33	\$1.34	\$1.35	\$1.35	\$1.34	\$1.35	\$1.35	\$0.00
BEST VALUE	\$1.43	\$1.44	\$1.42	\$1.41	\$1.43	\$1.41	\$1.42	\$1.43	\$1.41	\$1.40	\$1.38	\$1.38	\$1.38	\$0.00
MONARCH	\$1.48	\$1.48	\$1.48	\$1.47	\$1.48	\$1.49	\$1.47	\$1.49	\$1.48	\$1.49	\$1.49	\$1.48	\$1.46	-\$0.02
GPC	\$1.40	\$1.41	\$1.39	\$1.39	\$1.40	\$1.38	\$1.39	\$1.40	\$1.40	\$1.41	\$1.41	\$1.41	\$1.40	-\$0.01
MONTCLAIR	\$1.45	\$1.43	\$1.43	\$1.43	\$1.44	\$1.44	\$1.44	\$1.45	\$1.43	\$1.43	\$1.44	\$1.43	\$1.42	-\$0.01
ALL AMERICAN VALUE	\$1.51	\$1.54	\$1.46	\$1.43	\$1.45	\$1.51	\$1.49	\$1.49	\$1.45	\$1.46	\$1.49	\$1.44	\$1.44	\$0.00
LOWEST PRIVATE LABEL	\$1.37	\$1.36	\$1.35	\$1.35	\$1.34	\$1.34	\$1.34	\$1.35	\$1.35	\$1.35	\$1.34	\$1.35	\$1.35	\$0.00
LOWEST BRND DISC (NEW)	\$1.40	\$1.39	\$1.38	\$1.38	\$1.38	\$1.38	\$1.38	\$1.39	\$1.38	\$1.39	\$1.38	\$1.38	\$1.37	-\$0.01
LOWEST DISCOUNT	\$1.34	\$1.34	\$1.33	\$1.32	\$1.33	\$1.33	\$1.32	\$1.34	\$1.33	\$1.34	\$1.33	\$1.32	\$1.32	\$0.00
MARLBORO														
% GAP	43.3%	43.3%	44.4%	45.5%	44.4%	44.4%	45.5%	44.0%	44.4%	44.0%	45.1%	46.2%	46.2%	0.0%
\$ GAP	\$0.58	\$0.58	\$0.59	\$0.60	\$0.59	\$0.59	\$0.60	\$0.59	\$0.59	\$0.59	\$0.60	\$0.61	\$0.61	\$0.00

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CS Pricing

ALL OUTLETS COMBINED COMPANY TOTALS



Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

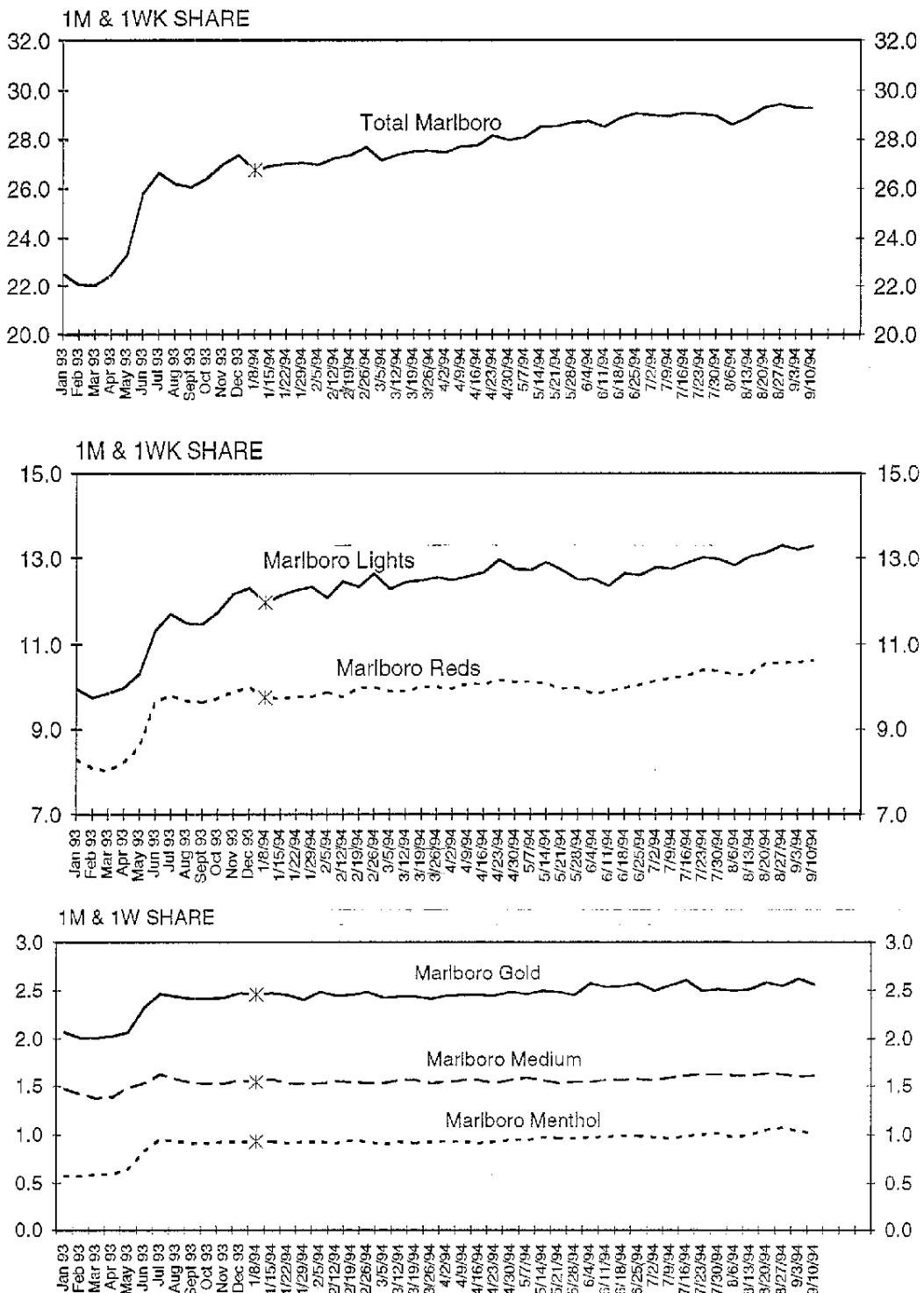
Note: Weekly Integrated Nielsen service began w/e 1/8/94.

*First weekly observation data point

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Company

ALL OUTLETS COMBINED MARLBORO

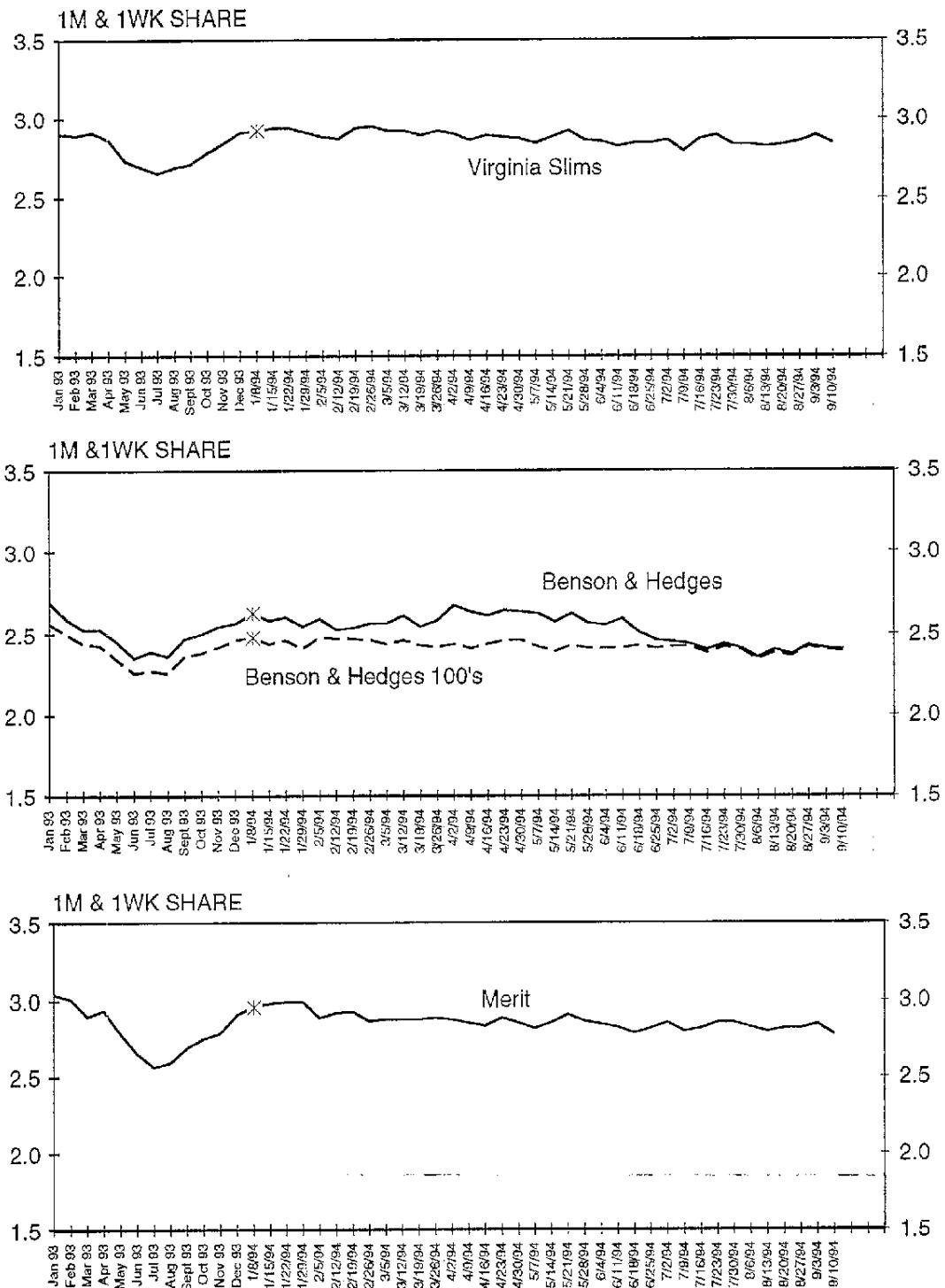


Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94.

*First weekly observation data point

ALL OUTLETS COMBINED PM OTHER PREMIUM BRANDS



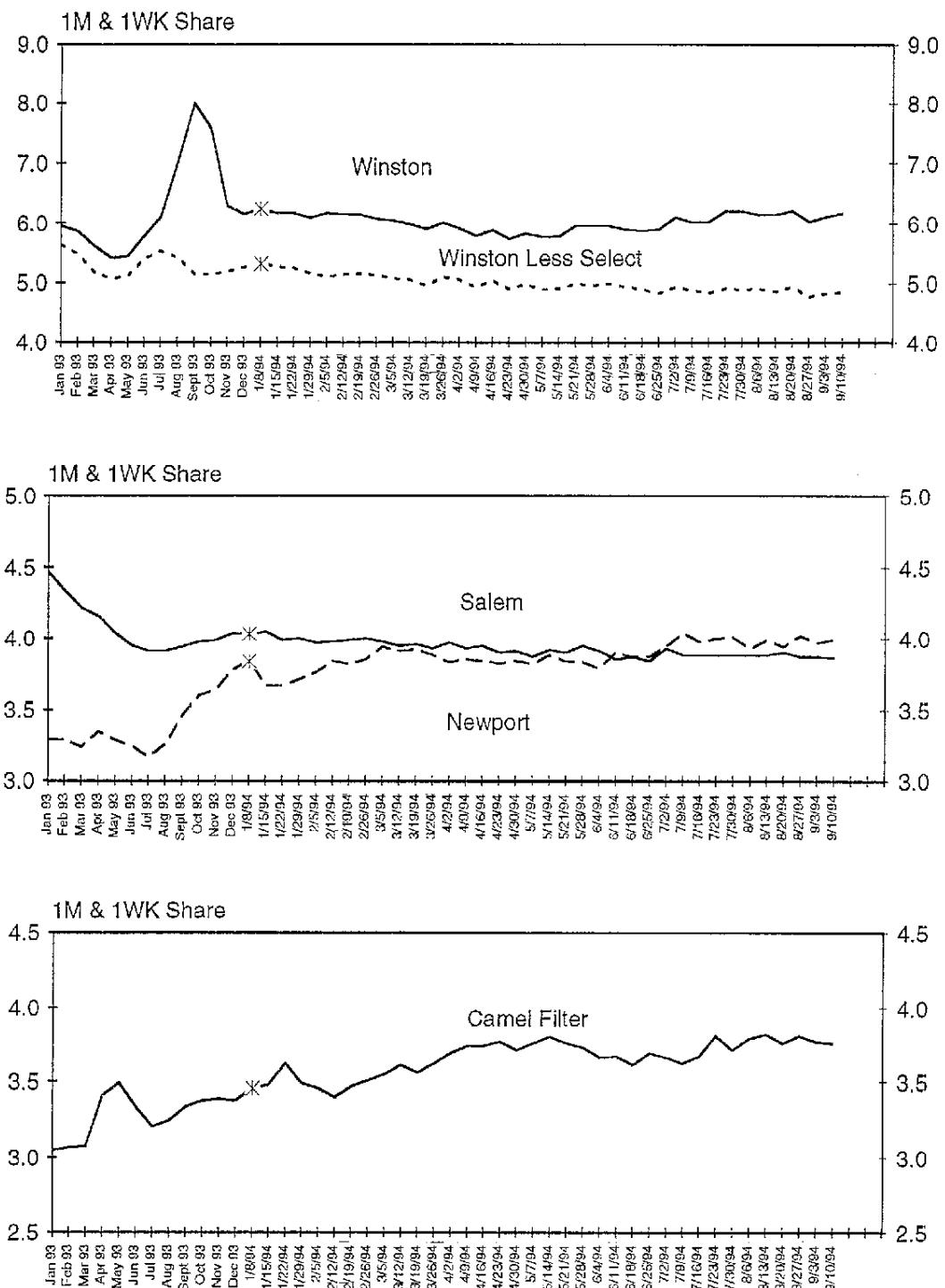
Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94

* First weekly observation data point

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ALL OUTLETS COMBINED COMPETITIVE PREMIUM BRANDS



Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94.

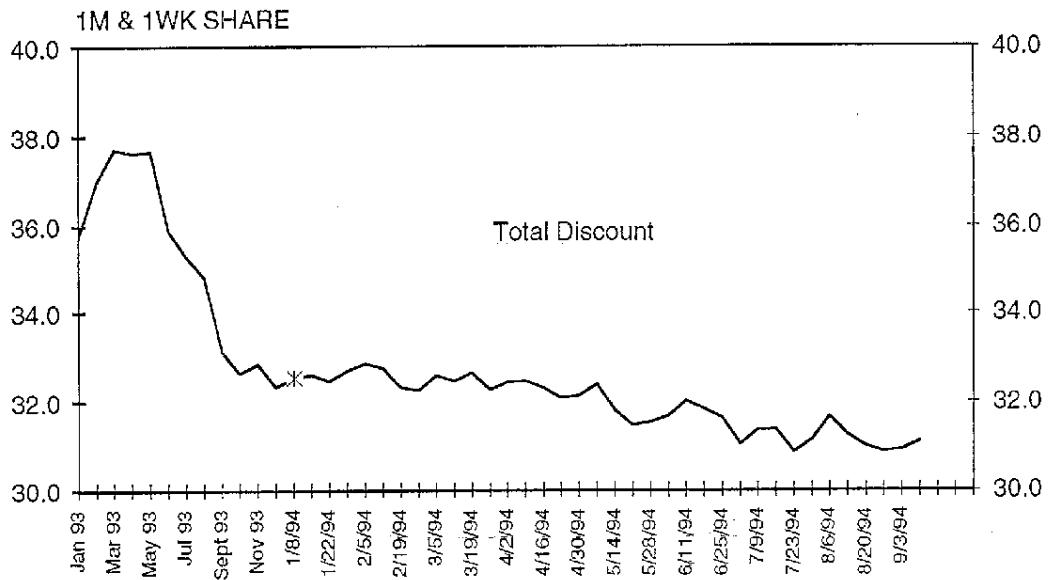
* First weekly observation data point

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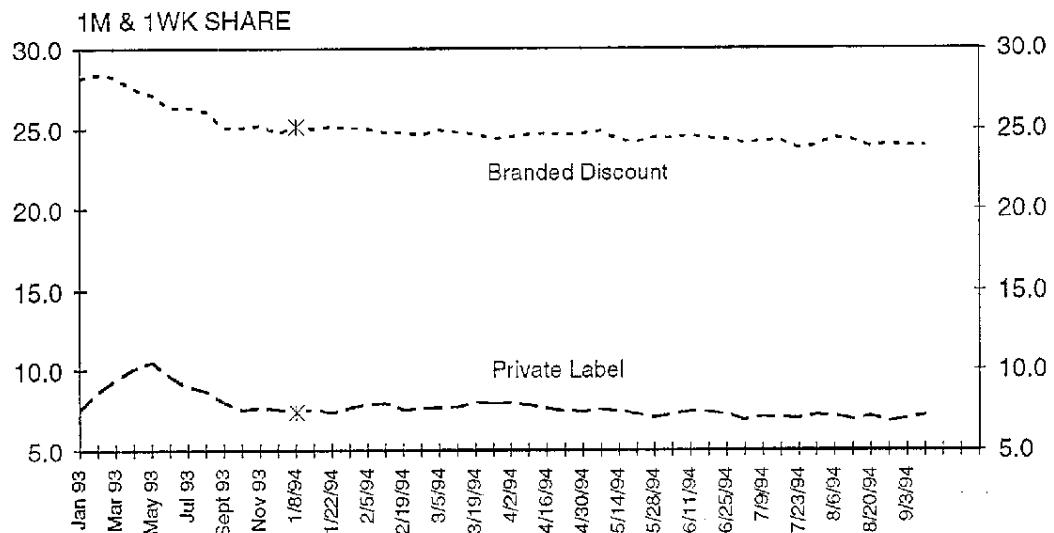
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ALL OUTLETS COMBINED

TOTAL DISCOUNT CATEGORY



DISCOUNT SEGMENTS



Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

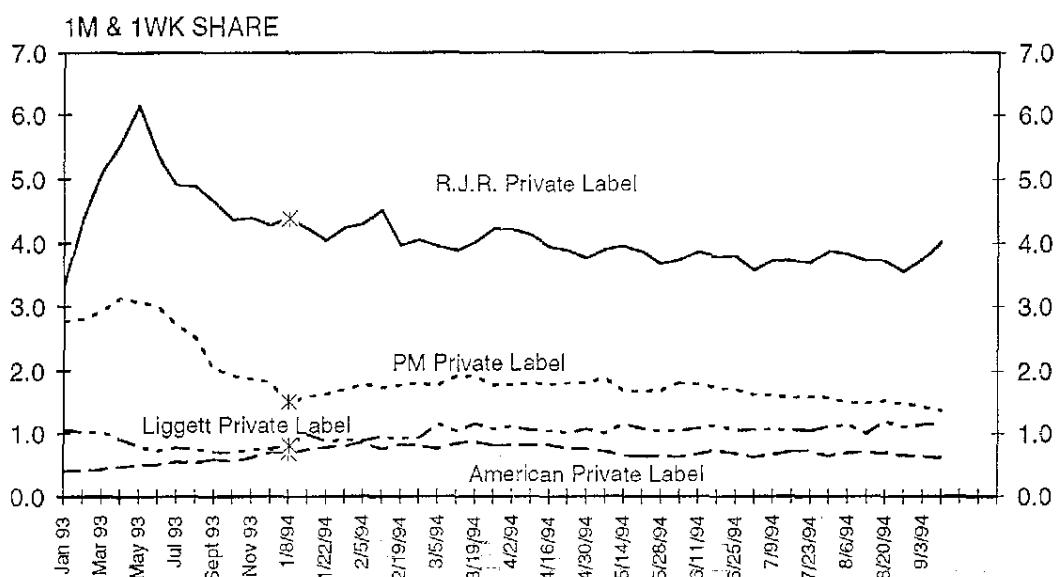
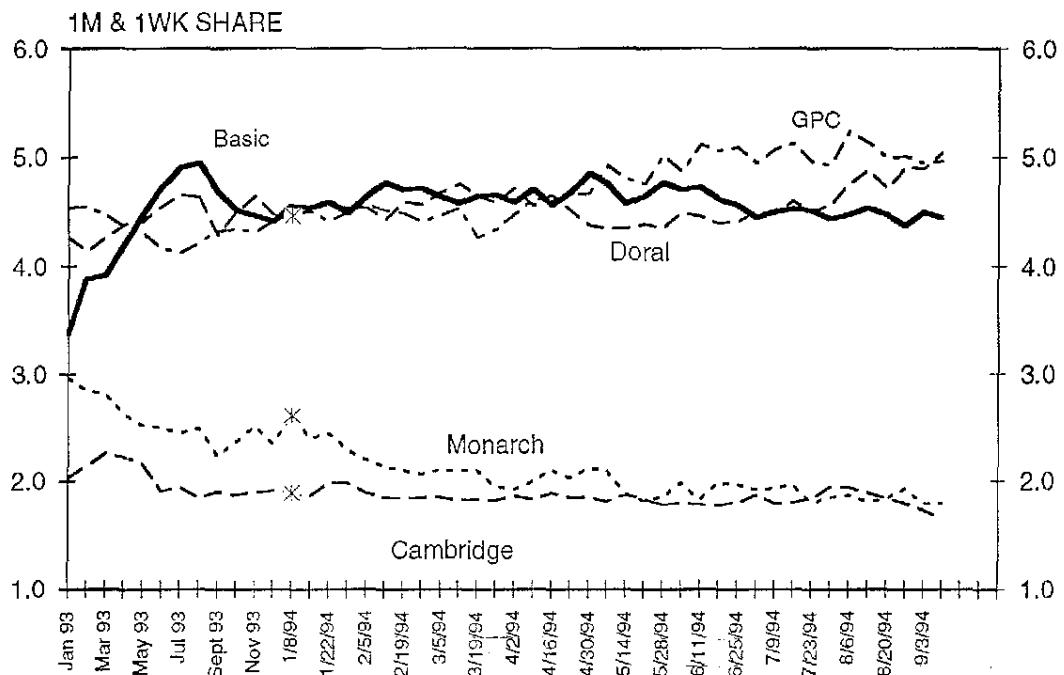
Note: Weekly Integrated Nielsen service began w/e 1/8/94.

*First weekly observation data point

DISCOUNT

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ALL OUTLETS COMBINED BRANDED DISCOUNTS & PRIVATE LABEL



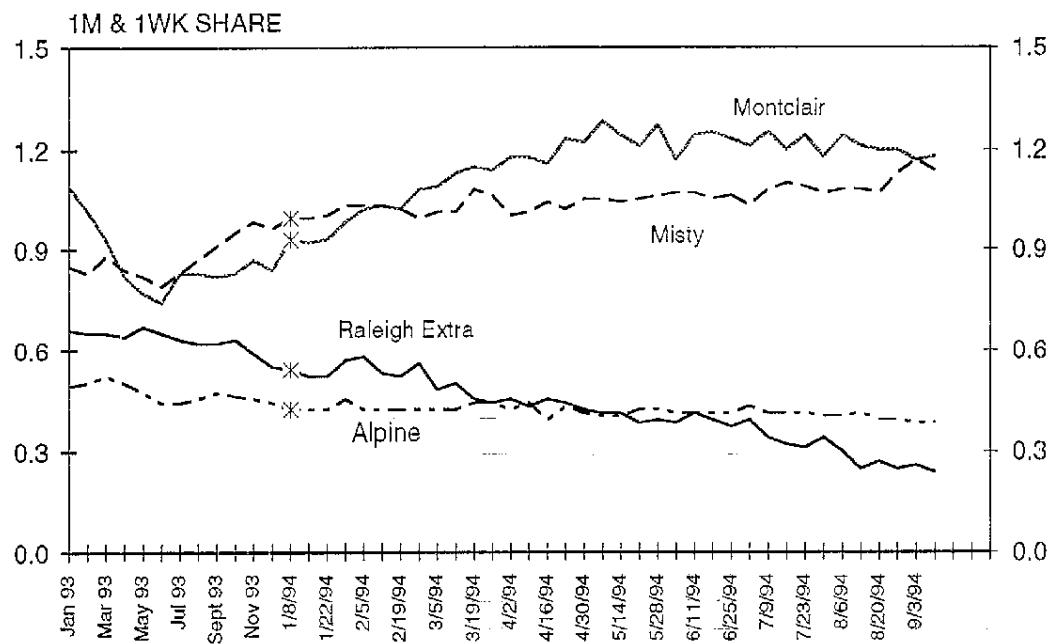
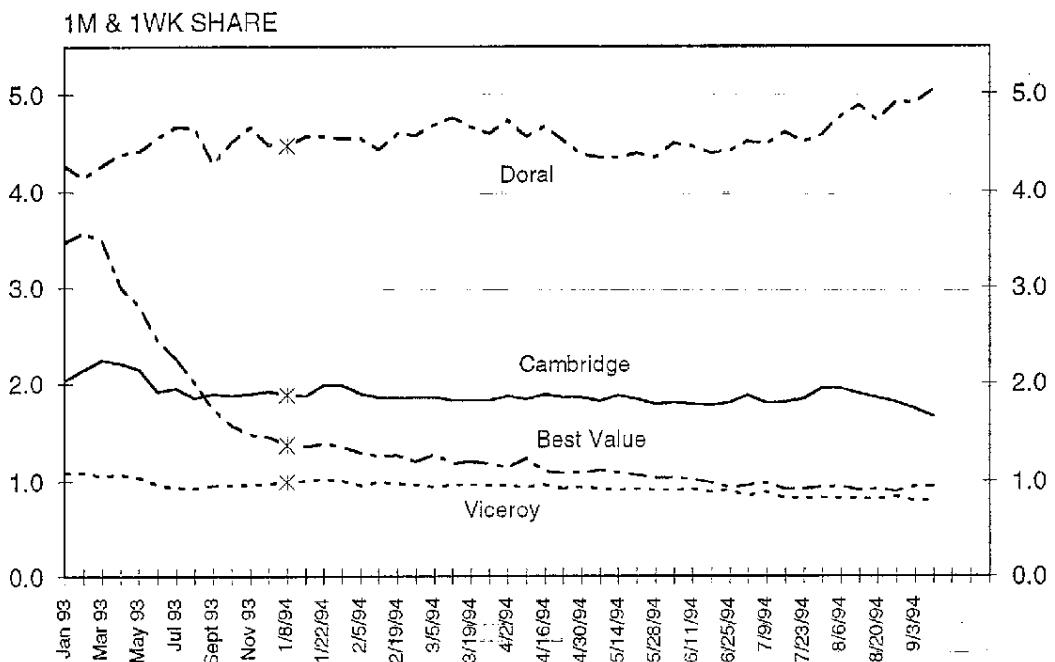
Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated service began w/e 1/8/94.

*First weekly observation data point

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ALL OUTLETS COMBINED MAJOR DISCOUNT BRANDS



Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94.

*First weekly observation data point